



Mark Scheme (Results)

January 2015

BTEC Level 1/Level 2 First in Travel and
Tourism
(21627E)

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General Marking Guidance

- All candidates must receive the same treatment. Examiners must mark the first candidate in exactly the same way as they mark the last.
- Mark schemes should be applied positively. Candidates must be rewarded for what they have shown they can do rather than penalised for omissions.
- Examiners should mark according to the mark scheme not according to their perception of where the grade boundaries may lie.
- There is no ceiling on achievement. All marks on the mark scheme should be used appropriately.
- All the marks on the mark scheme are designed to be awarded. Examiners should always award full marks if deserved, i.e. if the answer matches the mark scheme. Examiners should also be prepared to award zero marks if the candidate's response is not worthy of credit according to the mark scheme.
- Where some judgement is required, mark schemes will provide the principles by which marks will be awarded and exemplification may be limited.
- When examiners are in doubt regarding the application of the mark scheme to a candidate's response, the team leader must be consulted.
- Crossed out work should be marked UNLESS the candidate has replaced it with an alternative response.

| Question Number | Answer | Mark |
|-----------------|------------------------------|------|
| 1(a)(i) | B Rise in social media usage | (1) |

| Question Number | Answer | Mark |
|-----------------|---------------|------|
| 1(a)(ii) | C Demographic | (1) |

| Question Number | Answer | Mark |
|-----------------|--|------|
| 1(b) | <p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> • combination of travel and tourism products and services • transport, accommodation and transfers/car hire <p>Accept any other appropriate answers</p> | (1) |

| Question Number | Answer | Mark |
|-----------------|------------|------|
| 1(c) | A Carnival | (1) |

| Question Number | Answer | Mark |
|-----------------|---|------|
| 2(a) | <p>Award one mark for any of the following up to a maximum of two marks.</p> <p>Share resources Share costs Bulk buy</p> <p>Accept any other appropriate answers</p> | (2) |

| Question Number | Answer | Mark |
|-----------------|---|------|
| 2(b) | <p>Award one mark for any of the following up to a maximum of two marks.</p> <p>Choice of destination Length of stay Level/quality/type of accommodation Board basis Range of activities included Cabin choice/no in-flight meals Low-cost airline</p> <p>Accept any other appropriate answers</p> | (2) |

| Question Number | Answer | Mark |
|-----------------|--|------|
| 2(c) | <p>Award one mark for any of the following up to a maximum of two marks.</p> <p>Taxation Funding of promotional organisations/materials Investment in infrastructure Immigration policy</p> <p>Accept any other appropriate answers</p> | (2) |

| Question Number | Answer | Mark |
|-----------------|---|------|
| 3(a) | <p>Award one mark for any of the following up to a maximum of two marks.</p> <p>Limited liability Money available from shareholders More control over who owns/sells shares Can set up with only two shareholders</p> <p>Accept any other appropriate answers</p> | (2) |

| Question Number | Answer | Mark |
|-----------------|--|------|
| 3(b) | <p>Award one mark for any of the following up to a maximum of two marks.</p> <p>Charitable organisation Public limited company (PLC) Franchise/franchisee Partnership Sole trader Cooperative Consultancy</p> <p>Accept any other appropriate answers</p> | (2) |

| Question Number | Answer | Mark |
|-----------------|-----------------------|------|
| 3(c) | C Product development | (1) |

| Question Number | Answer | Mark |
|-----------------|---|------|
| 3(d) | <p>Award one mark for any of the following up to a maximum of two marks.</p> <p>Website development/design/hosting Apps</p> <p>Accept any other appropriate answers</p> | (2) |

| Question Number | Answer | Mark |
|-----------------|---|------|
| 3(e) | <p>Award one mark for identifying the advantage and one additional mark for explaining the advantage identified.</p> <p>Will be less subjective/more objective/honest (1) leading to more appropriate advice/better informed business decisions (1).</p> <p>Accept any other appropriate answers Do not credit two marks for opposites e.g. will be less subjective (1) will be more objective (0)</p> | (2) |

| Question Number | Answer | Mark |
|-----------------|--|------|
| 4(a) | <p>Entry charge/charge made</p> <p>Accept any other appropriate answers</p> | (1) |

| Question Number | Answer | Mark |
|-----------------|--|------|
| 4(b) | <p>Award one mark for identifying the way and one additional mark for explanation of how it increases visitor numbers.</p> <p>Do a customer/satisfaction survey/questionnaire to see what visitors like/dislike (1) so they can change their products/services/make improvements (1).</p> <p>Use a mystery shopper to investigate the level/quality of customer service (1) to identify training needs to enhance visitor experience (1).</p> <p>Agency can investigate how customers found out about KAG (1) and use data to inform promotional campaign/marketing methods (1).</p> <p>Analyse competitor data to identify good ways of attracting visitors (1) so KAG can replicate successful methods (1).</p> <p>Accept any other appropriate answers Do not accept 'do a survey' without purpose</p> | (2) |

| Question Number | Answer | Mark |
|-----------------|---|------|
| 5(a) | <p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> • peak/off peak • seasonal (trends) | (1) |

| Question Number | Answer | Mark |
|-----------------|---|------|
| 5(b) | <p>One mark for identification of reason and one additional mark for explaining why this reason leads to the museum wanting to reduce variations in visitor numbers throughout the year, up to a maximum of two marks each.</p> <p>Many of the costs for running the museum are fixed regardless of visitor numbers (such as building maintenance) (1) so it makes sense to cover these costs throughout the year to help cash flow/profitability (1).</p> <p>Too many visitors at peak times can lead to poor customer experience/lack of personal attention/poor staff morale (1) which will not help the museum with their brand image of quality and could reduce visitor numbers overall through bad reviews (1).</p> <p>Less seasonal/casual staff would be required (1) which would lead to better quality permanent staff/motivation/trained/product knowledge (1).</p> <p>Accept any other appropriate answers</p> | (4) |

| Question Number | Answer | Mark |
|-----------------|---|------|
| 6(a) | <p>Award one mark for any of the following up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Number of visitors from Asia increasing • Amount of spend from Asia increasing • Number of visitors from Europe increased between 2010 and 2012 • Amount of spend from Europe increased between 2010 and 2012 • Number of visitors from Europe/North America fluctuated/was variable • Amount of spend by North American visitors increased year on year • Overall visitor spend has increased year on year • Overall number of visits has increased between 2010 and 2012 <p>Do not accept data figures alone</p> | (2) |

| Question Number | Answer | Mark |
|-----------------|---|------|
| 6(b) | <p>Award one mark for identification of reason and one additional mark for explaining why this reason leads to the trend.</p> <p>There have been a number of one-off events occurring in Britain in 2011 and 2012 (Royal wedding, Olympics, Jubilee) (1) which would appeal to more overseas visitors/inbound visitors may have postponed their trip until after 2010 to attend (1).</p> <p>Visitor numbers from Europe and North America have been affected by the global financial crisis (1) affecting the amount of disposable income for overseas trips (1).</p> <p>Many Asian economies continued to grow during the economic financial crisis (1) meaning their currencies increased in value against the £/so they got more for their money in the UK (1).</p> <p>Accept any other appropriate answers</p> | (2) |

| Question Number | Answer | Mark |
|-----------------|--|------|
| 7(a) | Decline Accept any other appropriate answers | (1) |

| Question Number | Answer | Mark |
|-----------------|---|------|
| 7(b) | <p>One mark for identification of reason and one additional mark for explanation of why this reason is a business risk.</p> <p>Lower/changeable levels of disposable income (1) means when times are hard families stop going to theme parks/cut out expensive leisure activities (1).</p> <p>The size of target market is changeable/changing demographics/declining birth rate (1) leading to reduced visitor numbers/lower turnover (1).</p> <p>Availability of current market is limited (1) leading to under-usage at specific times/over-crowding at peak times (1).</p> <p>Accept any other appropriate answers</p> | (2) |

| Question Number | Answer | Mark |
|-----------------|--|------|
| 7(c) | <p>One mark for identification of a way to develop and one additional mark for explanation of how this way meets demand for ethical/environmentally friendly products, up to a maximum of two marks each.</p> <p>Build a new attraction/facility using environmentally friendly methods (1) to use less fossil fuels (1).</p> <p>Develop a new ride which raises environmental awareness/education (1) which leads to environmental/sustainable practices being adopted (1).</p> <p>Develop a restaurant/catering outlet which offers locally sourced organic/fair trade/ethical produce (1) because this meets the increasing demand for healthy living and ethical production (1).</p> <p>Accept any other appropriate answers</p> | (4) |

| Question Number | Answer | Mark |
|-----------------|--|------|
| 7(d) | <p>One mark for identification of disadvantage and one additional mark for explanation of why it is a disadvantage, up to a maximum of two marks each.</p> <p>Loading the card with money before visitors go around the park could reduce money spent (1) as there will be fewer impulse buys made at shops/restaurants because people will have limited funds to pay for these (1).</p> <p>Could confuse customers/difficult for them to use (1) which would involve cost in printing instructions in various languages/time in terms of staff explaining or demonstrating the band (1).</p> <p>Could be issues concerning the reliability of the technology (1) which could be expensive/time-consuming to fix (1).</p> <p>Dealing with problems such as lost bands (1) which could lead to bad publicity/complaints/taking up staff time on negative issues rather than positive experiences/selling (1).</p> <p>Accept any other appropriate answers</p> | (4) |

| Question Number | Indicative content | Mark |
|-----------------|--|------|
| 8 | <p>Third runway at Heathrow</p> <ul style="list-style-type: none"> • Heathrow is the major transport hub for UK inbound tourists. Expansion is likely to increase numbers who would then travel across the UK. • As London gets far more visitors than other parts of the UK (15.5m visits whilst rest of country combined has less than 20m), Heathrow expansion will be good for London tourism where many attractions are. • However Heathrow runway will not help inbound tourism so much in other countries in the UK as very much based around incoming tourists to Heathrow and currently few direct links to other parts of country other than domestic flights. <p>High speed rail route</p> <ul style="list-style-type: none"> • High speed route linking south and north will encourage inbound visitors to travel to more destinations in the UK. • High speed rail route may be of little benefit as it does not go far enough north to benefit Scotland, N. Ireland etc. • Inbound business visitors attracted to Birmingham's conference facilities could easily travel to other UK cities. | (8) |
| Level | Descriptor | |
| 0 0 marks | No rewardable material | |
| 1 1-3 marks | A few points identified, or one point discussed in limited detail. The answer may be in the form of a list. Points made will be superficial/generic and not applied/directly linked to the situation in the question. | |
| 2 4-6 marks | A range of points identified, or a few key points discussed. Consideration may include more than one viewpoint but there may be more emphasis on one of them. Most points made will be relevant to the situation in the question, but the link will not always be clear. | |
| 3 7-8 marks | A range of points discussed, or a few key points discussed in depth. Different viewpoints are considered and the answer is well-balanced. The majority of points made will be relevant and there will be a clear link to the situation in the question. | |

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