



Mark Scheme (Results)

January 2016

NQF BTEC Level 1/Level 2 First in Travel
and Tourism

Unit 7: Travel and Tourism Business
Environments (21627E)

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BTEC Next Generation Mark Scheme Template

Question Number	Answer	Mark
1(a)	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> • cruising • low cost coach travel • environmentally friendly options <p>Accept any other appropriate answers, including examples.</p>	1

Question Number	Answer	Mark
1(b)	A Staycation	1

Question Number	Answer	Mark
1(c)	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> • Media influences • Themed holidays/attractions • Dark tourism • Health tourism • Sport tourism • Rise of stag/hen parties taken abroad • Eco/responsible tourism <p>Accept any other appropriate answers</p>	1

Question Number	Answer	Mark
2(a)	<p>Economic</p> <p>Accept any other appropriate answers</p>	1

Question Number	Answer	Mark
2(b)	Accommodation	1

Question Number	Answer	Mark
2(c)	2013	1

Question Number	Answer	Mark
3(a)	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> • Franchise • Private limited company • Public limited company (PLC) • Partnership • Sole trader • Cooperative • Consultancy <p>Accept any other appropriate answers</p>	1

Question Number	Answer	Mark
3(b)	<p>Award one mark for any of the following up to a maximum of two marks:</p> <ul style="list-style-type: none"> • Pays no tax • Gift aid relief • Reputation/trust • Funding/grants <p>Accept any other appropriate answers</p>	2

Question Number	Answer	Mark
3(c)(i)	D Hierarchical	1

Question Number	Answer	Mark
3(c)(ii)	<p>Award one mark for any of the following up to a maximum of two marks:</p> <ul style="list-style-type: none"> • Communication is quicker • Senior management are more informed/aware • Quick to adapt and make change <p>Accept any other appropriate answers</p>	2

Question Number	Answer	Mark
4(a)	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> • No meals are provided • Travellers have facilities to cook for themselves <p>Accept any other appropriate answers</p>	1

Question Number	Answer	Mark
4(b)	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> • Guided tours • Theme park ride • Transport journey • Hotel stay • Internet connection/Wifi <p>Accept any other appropriate answers.</p>	1

Question Number	Answer	Mark
5(a)	<p>Award one mark for any of the following up to a maximum of two marks:</p> <ul style="list-style-type: none"> • Last minute discounting • Dream selling • Create/design materials • Manage campaigns <p>Accept any other appropriate answers.</p> <p>Do not accept 'advertising/adverts'.</p>	2

Question Number	Answer	Mark
5(b)	<p>Award one mark for the identification of a reason and one additional mark for a linked explanation up to a maximum of two marks.</p> <p>Saves owner's time developing an advertising campaign (1) allowing focus on running their business (1)</p> <p>Can save money overall (1) by being more strategic/ not placing advertisements in the wrong places (1)</p> <p>Accept any other appropriate answers</p>	2

Question Number	Answer	Mark
6(a)	B 2010	1

Question Number	Answer	Mark
6(b)	D USA	1

Question Number	Answer	Mark
6(c)	A 2,000,000	1

Question Number	Answer	Mark
6(d)	<p>Award one mark for identification of a way and one additional mark for a linked explanation up to a maximum of two marks.</p> <p>A wider choice of regional airports to fly from (1) means greater accessibility/more convenience (1)</p> <p>Airlines flying to a broader range of new/different destinations (1) increases awareness/ meeting different passenger needs e.g. VFR/ Medical/ Business (1)</p> <p>Accept any other appropriate answer</p>	2

Question Number	Answer	Mark
7	<p>Award up to two marks for an extended explanation</p> <p>Less customers/sales (1) meaning that the product/business is failing/losing profit (1)</p> <p>Accept any other appropriate answers</p>	2

Question Number	Answer	Mark
8(a)	<p>Award one mark for relevant examples of foreseen events.</p> <ul style="list-style-type: none"> • National (e.g. Glastonbury Festival) • International (e.g. Olympics) • Cultural (e.g. Chinese New Year) • Heritage (e.g. Royal Wedding) <p>Accept any other appropriate answers, including examples.</p>	1

Question Number	Answer	Mark
8(b)	<p>Award one mark for the identification of a way and one additional mark for a linked explanation up to a maximum of two marks.</p> <p>Weak pound (1) leads to more inbound visitors (1)</p> <p>Strong pound (1) leads to less inbound visitors (1)</p> <p>Accept any other appropriate answers</p>	2

Question Number	Answer	Mark
8(c)	<p>Award one mark for the identification of a way and one additional mark for a linked explanation up to a maximum of four marks.</p> <p>May not be enough products/services to meet increased demand (1) leading to poor experience/complaints (1)</p> <p>Increased competition from new providers (1) reducing the sales/profits for established providers (1)</p> <p>Overcrowding/delays / negative impact on infrastructure (1) leading to poor image/reputation of the city (1)</p> <p>Accept any other appropriate answers</p>	4

Question Number	Answer	Mark
9(a)	<p>Award one mark for the way and one additional mark for an extended description up to a maximum of two marks.</p> <p>Use as a promotional tool (1) with special offers available through app only (1)</p> <p>Use the app to interpret sea life/ exhibits (1) to educate/ engage/ entertain the visitors any time before, during and after the visit (1)</p> <p>App could allow for fast track entry (1) by scanning a barcode (1)</p> <p>Accept any other appropriate answers</p>	2

Question Number	Answer	Mark
9(b)	<p>Award one mark for the identification of a way and one additional mark for a linked explanation up to a maximum of four marks.</p> <p>Hospitality packages for business people (1) to respond to the need of large organisations for meeting spaces/entertaining clients (1)</p> <p>Educational packs/talks linked to curriculum (1) as they now have a way of getting education groups/coaches to the aquarium (1)</p> <p>Tea room/souvenir shop (1) as coach trips will bring increased numbers of day trippers/older people (1)</p> <p>Accept any other appropriate answers</p>	4

Question Number	Answer	Mark
10	<p>Award one mark for the identification of a way applied to the scenario and one additional mark for a linked explanation of how this will help avoid a decrease in profitability, up to a maximum of four marks.</p> <p>Prevent future cost increases (1) by fixing rates with hotels early in the season/economies of scale (1)</p> <p>Attract different customer types (1) by offering self-catering/budget hotel accommodation (1)</p> <p>Use less central accommodation (1) so they can maintain quality at a competitive price (1)</p> <p>Identify new accommodation providers (1) that may offer them deals as a new customer (1)</p> <p>Accept any other appropriate answers</p>	4

Question Number	Indicative content	Mark
11	<ul style="list-style-type: none"> • No action needed – the tunnel has not yet been approved and may take a long time to build • No action needed – not everyone will want to take the tunnel and may prefer a more scenic route • Look at buying new/faster ferries • Upgrade ferries to provide facilities and entertainment • Monitor competition and proposed plans in order to develop strategies to react • Advertise more to minimise potential customer loss but this can have cost implications • Offer extended services at peak times • Strengthen links with local transport providers/integrated transport solution • Introduce a loyalty scheme • Diversify the ferry routes offered 	8
Level	Descriptor	
0 0 marks	No rewardable material	
1 1-3 marks	A few points identified or one point discussed in some detail. The answer may be in the form of a list. Points made may be superficial/generic and not applied/directly linked to the situation in the question i.e. How the car ferry operator can respond	
2 4-6 marks	Some points identified or a few points discussed. Consideration of more than one viewpoint but there may be more emphasis on one of them. Most points made will be applied and relevant to the situation in the question. i.e. How the car ferry operator can respond	
3 7-8 marks	Range of points discussed or a few points discussed in depth with clear application. The majority of points made will be relevant to the scenario i.e. How the car ferry operator can respond	

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