



Mark Scheme

(Post-Standardisation) June 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) | B: Tailor-made | 1 |

| Question Number | Answer | Mark |
|-----------------|-------------|------|
| 1(b) | D: Taxation | 1 |

| Question Number | Answer | Mark |
|-----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|
| 1(c) | <p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> • Holiday parks • Boutique/niche hotels • Second homes • Budget hotels <p>Accept any other appropriate answers, including examples.</p> | 1 |

| Question Number | Answer | Mark |
|-----------------|-----------------------------------------------------------------------------------------------------------------|------|
| 1(d) | <p>Award one mark for the following:</p> <ul style="list-style-type: none"> • Demographic | 1 |

| Question Number | Answer | Mark |
|-----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|
| 1(e) | <p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> • Demand will increase for holidays • Businesses may need to recruit more staff • Longer holidays/higher quality • Further destinations/more exotic/exclusive <p>Accept any other appropriate answers.</p> | 1 |

| Question Number | Answer | Mark |
|-----------------|--------|------|
| 2(a) | 2012 | 1 |

| Question Number | Answer | Mark |
|-----------------|-----------------|------|
| 2(b) | Tower of London | 1 |

| Question Number | Answer | Mark |
|-----------------|--------------|------|
| 2(c) | D: 1,500,000 | 1 |

| Question Number | Answer | Mark |
|-----------------|----------------------------|------|
| 3(a) | A: Private limited company | 1 |

| Question Number | Answer | Mark |
|-----------------|----------|------|
| 3(b) | A: Local | 1 |

| Question Number | Answer | Mark |
|-----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|
| 3(c) | <p>Award one mark for any of the following, up to a maximum of two marks:</p> <ul style="list-style-type: none"> • Training staff • Recruiting staff • Staff wellbeing/welfare • Managing staff/policies <p>Accept any other appropriate answers.</p> | 2 |

| Question Number | Answer | Mark |
|-----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|
| 3(d) | <p>Award one mark for an advantage and one additional mark for an explanation, up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Can adapt to trends quicker/meeting customer needs • Staff know each other better/leading to happier workforce/less turnover <p>Accept any other appropriate answers.</p> | 2 |

| Question Number | Answer | Mark |
|-----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|
| 4(a) | <p>Award one mark for any of the following, up to a maximum of one mark:</p> <ul style="list-style-type: none"> • Advertising and promotion • Consultancy services • Accounting/administration • Online services <p>Accept any other appropriate answer.</p> | 1 |

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| Question Number | Answer | Mark |
|-----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|
| 4(b) | <p>Award one mark for any of the following ways, up to a maximum of two marks:</p> <ul style="list-style-type: none"> • Send out/distribute surveys/questionnaires • Conduct interviews/mystery shopper • Collect/analyse data • Understand customers/customer needs <p>Accept any other appropriate answer.</p> | 2 |

| Question Number | Answer | Mark |
|-----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|
| 4(c) | <p>Award one mark for a disadvantage and one additional mark for a linked explanation, up to a maximum of two marks.</p> <p>External service may also work with competitors (1) giving access to sensitive/confidential information (1)</p> <p>Could be costly to hire services (1) therefore the business may need to consider cost reductions elsewhere (1)</p> <p>May not accurately understand the aims of the business/research brief (1) leading to inaccurate or useless information (1)</p> <p>Accept any other appropriate answers.</p> | 2 |

| Question Number | Answer | Mark |
|-----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|
| 5(a) | <p>Award one mark for the following:</p> <p>When one business purchases another business</p> <p>Accept any other appropriate answer. Do not accept 'takeover' in the definition.</p> | 1 |

| Question Number | Answer | Mark |
|-----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|
| 5(b) | <p>Award one mark for an example and one additional mark for an extended description, up to a maximum of two marks.</p> <p>When one business merges/acquires another business at a different level in the product supply line (1) e.g. an airline merging with a tour operator (1) / Kuoni as a tour operator owning travel agencies (1)</p> <p>Accept any other appropriate answer.</p> | 2 |

| 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"> • The number of trips has steadily decreased • The number of bed nights has decreased • The visitor spend has fluctuated/was variable <p>Do not accept data figures alone.</p> | 2 |

| Question Number | Answer | Mark |
|-----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|
| 6(b) | <p>Award one mark for identification of a reason and one additional mark for explaining why this reason leads to the trend, up to a maximum of two marks each.</p> <p>In 2012 there were a number of high profile events in the UK (1) so more people may have spent a large amount of money on food/transport/merchandise whilst attending the event (1)</p> <p>In 2014 the economy was recovering (1) therefore people began to take trips overseas/meaning less domestic trips (1)</p> <p>Economic crisis/recession leading to lack of confidence/disposable income (1) meant people took more day trips/spent less on accommodation (1)</p> <p>Accept any other appropriate answer.</p> | 4 |

| Question Number | Answer | Mark |
|-----------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|
| 7 | <p>Award one mark for identification of a way in which the travel and tourism industry has developed its products and services and one additional mark for a linked explanation of how this is in response to film and television influences, up to a maximum of two marks each.</p> <p>TV/film featuring a specific geographical area or location (1) leads to the development of holiday packages/ guided tours/coach trips in that area (1)</p> <p>Programmes raising awareness of specific events (1) increased demand for new merchandise/gifts (1)</p> <p>Shows/documentaries on different experiences/holiday types (1) encouraging people to try new experiences e.g. culinary tours/adventure holidays/dark tourism (1)</p> <p>Accept any other appropriate answer.</p> | 4 |

| Question Number | Answer | Mark |
|-----------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|
| 8 | <p>Award one mark for each way and one additional mark for a linked explanation, up to a maximum of two marks each.</p> <p>Provide facilities to attract tourists with alternative special interests in the summer months e.g. outdoor adventure holidays, wellbeing holidays (1) in order to reduce reliance on one type of market/diversify to a new market (1)</p> <p>Develop all-weather/seasons attractions/facilities e.g. indoor ice skating rinks and snow slope (1) therefore extending the winter- themed facilities in summer (1)</p> <p>Accept any other appropriate answer.</p> | 4 |

| Question Number | Answer | Mark |
|-----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|
| 9(a) | <p>Award one mark for the identification of a reason and one additional mark for a linked explanation of why this reason is a business risk, up to a maximum of two marks.</p> <p>Developments in technology e.g. video conferencing (1) could lead to less need/demand for business travel (1)</p> <p>Limited/concentrated target market (1) leading to variable demand e.g. weekends/summer/Christmas (1)</p> <p>Needs and expectations are higher (1) meaning A-to-Business will need to invest in quality products and services to meet demand (1)</p> <p>Accept any other appropriate answer.</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 two marks each.</p> <p>Can now promote additional products and services anytime/ any place (1) increasing revenue from travel extras/ancillary sales (1)</p> <p>Will be able to monitor bookings (1) and apply dynamic pricing for competitive edge (1)</p> <p>Opportunity to enhance standard of professionalism/customer care/service (1) as customers able to download documents/communicate through chat (1)</p> <p>Accept any other appropriate answer.</p> | 4 |

| Question Number | Indicative content | Mark |
|-----------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|
| 10 | <p>Negative impacts</p> <ul style="list-style-type: none"> • No impact • Locals may be discouraged from taking domestic day trips/overnight trips • Additional costs associated with large events such as clean up, security, public services • Might stop families coming because think it will be too busy <p>Positive impacts</p> <ul style="list-style-type: none"> • Increase domestic tourism • Advertises and promotes Wales on TV/internet/radio/social media • Increased accommodation bookings • Increased visitor spend in shops/cafes/restaurants • Increased visitor numbers at local attractions • Raises the profile of the country/area • Raises interest in sporting facilities • Additional employment needed for the cycling event/festival/carnival • Economic investment in new facilities | 8 |
| Level | Descriptor | |
| 0 0 marks | No rewardable material | |
| 1 1-3 marks | Basic response. The answer may be in the form of a list. Points made will be superficial/generic/descriptive and may not be applied/directly linked to the situation in the question, i.e. the impact on travel and tourism businesses in Wales. No conclusion produced or limited conclusion focussing on only positive or negative impact. | |
| 2 4-6 marks | Response may include positive and/or negative impacts. Most points made will be relevant to the situation in the question, i.e. the impact on travel and tourism businesses in Wales. A conclusion is likely to focus on positive and/or negative impacts. | |
| 3 7-8 marks | Balanced response considering positive and negative impacts in some detail. The majority of points made will be relevant. A justified conclusion is produced that is well applied to the impact on travel and tourism businesses in Wales. | |

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