



Mark Scheme (Post-standardisation)

June 2015

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

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

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Question Number	Answer	Mark
1(a)	D Micro-enterprise	(1)

Question Number	Answer	Mark
1(b)	C Accounting	(1)

Question Number	Answer	Mark
1(c)	C Partnership	(1)

Question Number	Answer	Mark
1(d)	<p>Award one mark for any of the following up to a maximum of two marks:</p> <ul style="list-style-type: none"> • Keep all profits • Easy to set up • Maintain control <p>Accept any other appropriate answers.</p>	(2)

Question Number	Answer	Mark
2(a)	<p>Award one mark for any of the following up to a maximum of two marks:</p> <ul style="list-style-type: none"> • Complaints • Refunds/amendments • Meeting specific needs/access • Upgrades • Crisis management <p>Accept any other appropriate answers, including specific examples e.g. train times/ticket prices. Do not accept speaking/dealing with customers/customer enquiries.</p>	(2)

Question Number	Answer	Mark
2(b)	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> • Limited liability • Selling shares to raise money/capital • Reputation/image <p>Accept any other appropriate answers.</p>	(1)

Question Number	Answer	Mark
3(a)	<p>Visiting destinations/attractions of disaster/tragedy/death</p> <p>Accept any other appropriate answers including relevant examples e.g. site of 9/11 (Ground Zero).</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"> • Media influences • Themed holidays/attractions • Health tourism • Sport tourism • Rise of hen/stag parties taken abroad • Eco/responsible tourism <p>Accept any other appropriate answers.</p>	(2)

Question Number	Answer	Mark
4(a)	B Mystery shopper	(1)

Question Number	Answer	Mark
4(b)	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> • They know the right questions to ask/avoid bias • They know the right methods/techniques/tools to use • They can effectively analyse the data <p>Accept any other appropriate answers Do not accept 'they're experts'.</p>	(1)

Question Number	Answer	Mark
5(a)(i)	A business wholly or partially/more than 50% owned by a parent company Accept any other appropriate answers.	(1)

Question Number	Answer	Mark
5(a)(ii)	Award one mark for any of the following: <ul style="list-style-type: none"> • Take over • Mergers • Integration Accept any other appropriate answers.	(1)

Question Number	Answer	Mark
5(b)	Award one mark for identification of reason and one additional mark for a linked explanation up to a maximum of two marks each. Respond to increasing popularity in cycling (1) to get more customers/increase market share/profit (1) Creates a clear brand identity (1) so customers are aware they do not only offer walking holidays (1) Diversifying to a new market (1) to reduce reliance on one type of market (1) Separate business minimises risk (1) as can close down if unsuccessful/sell off if profitable (1) Accept any other appropriate answers.	(4)

Question Number	Answer	Mark
6(a)(i)	C 2011	(1)

Question Number	Answer	Mark
6(a)(ii)	C 24 billion	(1)

Question Number	Answer	Mark
6(b)	<p>Award one mark for any of the following up to a maximum of two marks:</p> <ul style="list-style-type: none"> • Drop/reduction/fall in visitor numbers • Rising unemployment • Global financial crisis/recession/credit crunch • Participating in free activities e.g. walking, sightseeing <p>Accept any other appropriate answers. Do not accept 'visitor numbers'.</p>	(2)

Question Number	Answer	Mark
6(c)	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> • Employment rates • Disposable income • Exchange rates/fluctuations <p>Accept any other appropriate answers.</p>	(1)

Question Number	Answer	Mark
7(a)	<p>Award two marks for any of the following:</p> <ul style="list-style-type: none"> • Bigger boats • More facilities • Themed cruises • More ports/access • Activities for children/young people <p>Accept any other appropriate answers, including examples, e.g. Disney cruise.</p>	(2)

Question Number	Answer	Mark
7(b)	<p>B The total number of cruise passengers has increased each year</p> <p>C The number of UK port passengers has increased each year</p>	(2)

Question Number	Answer	Mark
7(c)	<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 each.</p> <p>Flights are expensive/increase in APD tax (1) so cheaper to board a cruise in the UK (1)</p> <p>Less time spent travelling to departure point (1) so can enjoy holiday straight away (1)</p> <p>Greater choice of UK port cruise holidays (1) means increase in popularity of some destinations e.g. Atlantic Islands (1)</p> <p>Increase in percentage share of UK port cruise passengers (1) as more people find flying stressful/inconvenient/fearful (1)</p> <p>More attractive to different target markets (1) giving them a larger customer base (1)</p> <p>Accept any other appropriate answers.</p>	(4)

Question Number	Answer	Mark
8(a)	<p>Award one mark for identification of use of social media applied to airline/Fire Fly Airways context and one mark for justification/explanation of how this use will help respond to competition up to a maximum of two marks each.</p> <p>Use social media to raise awareness of special offers and deals (1) to undercut the competition (1)</p> <p>Use Twitter for rapid customer care (1) to improve satisfaction rates/reduce complaints (1)</p> <p>Set up a Facebook page to attract followers (1) increasing levels of brand loyalty/increase communication /build relationships (1)</p> <p>Accept any other appropriate answers. Do not accept social media alone e.g. Facebook, Twitter, Instagram (0).</p>	(4)

Question Number	Answer	Mark
8(b)	<p>Award one mark for the identification of an opportunity applied to the scenario and an additional mark for a linked explanation up to a maximum of two marks.</p> <p>To demonstrate how well they care for their customers (1) which will enhance their reputation (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 response applied to the scenario and one additional mark for a linked explanation of how this response will help increase profitability up to a maximum of two marks each.</p> <p>Renegotiate/change suppliers (1) to cut external costs to maintain service (1)</p> <p>Reduce quality/size/range of food (1) to get more for their money (1)</p> <p>Increase profits on other inflight chargeable items (1) to subsidise higher food costs (1)</p> <p>Introduce pre-booking for inflight meals (1) to reduce waste/optimize ordering from supplier (1)</p> <p>Increase the amount of time before serving food (1) this will reduce the amount of meals served overall (1)</p> <p>Accept any other appropriate answers.</p>	(4)

Question Number	Indicative content	Mark
9	<ul style="list-style-type: none"> • Do nothing • Form a partnership with Smuggler's Cove • Increase promotion/joint promotions • Lower prices/price deals • Develop new products and services/indoor attractions • Strengthen links with all visitor attractions in resort • Consider a merger • Make booking easier/develop an app • Appeal to a different market • Monitor visitor numbers at Smuggler's Cove • Improve customer care 	(8)
Level	Descriptor	
0 0 marks	No awardable content.	
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 different viewpoints are discussed in some detail with examples of clear reasoning. The points made will be relevant and there will be a clear link to the situation in the question.	

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