



Mark Scheme (Results)

June 2014

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

Unit 1: The UK Travel and Tourism
Sector (21474E)

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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	Purpose-built	(1)

Question Number	Answer	Mark
1(a)ii	<p>Award one mark for any of the following up to a maximum of two marks.</p> <p>Events Rides Shows</p> <p>Accept any other appropriate answers including examples</p>	(2)

Question Number	Answer	Mark
1(b)	Regulation and protection	(1)

Question Number	Answer	Mark
1(c)	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> • tourist/tourism and visitor information centre(s) • regional tourist boards • national and local government departments <p>Accept any other appropriate answers including examples e.g. DCMS, East of England tourist board/Visit East of England, etc.</p> <p>Do not accept examples of national tourism agencies, e.g. Visit Britain, Visit England, Visit Wales, Visit Scotland etc</p>	(1)

Question Number	Answer	Mark
1(d)	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> • safety/reliability • be punctual/get there on time <p>Accept any other appropriate answers</p>	(1)

Question Number	Answer	Mark
2(a)	Incentive	(1)

Question Number	Answer	Mark
2(b)	Economic multiplier (effect) Multiplier (effect) Accept misspellings Do not accept economic effect	(1)

Question Number	Answer	Mark
2(c)	Employment/jobs created by travel and tourism organisations Accept any other appropriate answers including examples	(1)

Question Number	Answer	Mark
2(d)	Award one mark for identification of the direct impact and one additional mark for an explanation linked to indirect impact. Increased demand for travel and tourism organisations (1) which increases demand for their suppliers (1). Accept any other appropriate answers	(2)

Question Number	Answer	Mark
2(e)i	<p>Award one mark for any of the following up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Protect the environment • Generate future employment for local people <p>Accept any other appropriate answers</p>	(2)

Question Number	Answer	Mark
2(e)ii	<p>Award one mark for identification of an outcome of the conference and one additional mark for a linked explanation of how it can generate sustainability up to a maximum of two marks for each way.</p> <p>Build on the publicity to attract leisure travellers to the area (1) to create more permanent jobs (1).</p> <p>Invest the income generated by the conference (1) into environmentally friendly tourism developments/infrastructure improvements (1).</p> <p>International visitors bring a wide range of cultures to the area (1) so links could be developed into the future e.g. twinning (1).</p> <p>Accept any other appropriate answers</p>	(4)

Question Number	Answer	Mark
3(a)	Voluntary	(1)

Question Number	Answer	Mark
3(b)i	Educate visitors Promote preservation	(2)

Question Number	Answer	Mark
3(b)ii	Award one mark for any of the following: <ul style="list-style-type: none"> • sales of products and services • grants • donations/legacies <p>Accept any other appropriate answers</p>	(1)

Question Number	Answer	Mark
4(a)	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> • airport services • travel insurers/travel insurance • event organiser/bookings • product comparison providers <p>Accept any other appropriate answers of organisations a tourist would use Do not accept car hire or examples of car hire companies</p>	(1)

Question Number	Answer	Mark
4(b)	<p>Award one mark for identification of a way that the commercial partnership can increase sales and income and one additional mark for a linked explanation up to a maximum of two marks for each way.</p> <p>The partnership provides an integrated travel solution/cars available at airport (1) so new/more customers will be encouraged to fly to Southampton Airport (1).</p> <p>Both companies can promote each other to their existing customers (1) making more money/saving money/economies of scale through joint promotional campaigns (1).</p> <p>Accept any other appropriate answers including ways of promoting the partnership</p>	(4)

Question Number	Answer	Mark
5(a)	Communication of information	(1)

Question Number	Answer	Mark
5(b)i	<p>Award one mark for any of the following up to a maximum of two marks.</p> <p>Multimedia Audio guides Simulations Rides Hand-held devices/apps/tablets</p> <p>Accept any other appropriate answers</p>	(2)

Question Number	Answer	Mark
5(b)ii	<p>Award one mark for identification of disadvantage to the museum and one additional mark for explaining the identified disadvantage.</p> <p>The initial cost is expensive (1) leaving less funds for other things e.g. exhibits (1).</p> <p>Time/money/investment in staff training (1) reducing customer service during training (1).</p> <p>Technology may be off-putting/unreliable (1) which may lead to fewer visitors/dissatisfied customers/less money (1).</p> <p>Accept any other appropriate answers</p>	(2)

Question Number	Answer	Mark
5(c)i	Award one mark for any of the following: <ul style="list-style-type: none"> • a paperless ticket • proof of purchase downloaded to a mobile device (such as a phone, tablet or app) <p>Do not award for mobile ticket Accept any other appropriate answers</p>	(1)

Question Number	Answer	Mark
5(c)ii	Award one mark for identification of advantage to Go Coaches and one additional mark for explaining the identified advantage. <p>Less need for ticket administration (printing/posting tickets) (1) so cheaper for the company (1).</p> <p>More people are using mobile phones/as more people are booking travel through mobile devices (1) so sales may increase (1).</p> <p>Accept any other appropriate answers</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> <p>Good value for money/saves money Reduces travelling time Fun/good atmosphere Sharing with friends</p> <p>Accept any other appropriate answers</p>	(2)

Question Number	Answer	Mark
6(b)	<p>Award one mark for identification of how camping can be made safe for families and one additional mark for a linked explanation.</p> <p>Provide designated family campsite/area (1) which increases levels of security/control entry/exit (1).</p> <p>Ban alcohol/vehicles/animals/BBQs from campsite (1) which reduces common accidents for children (e.g. broken glass cuts, road accidents, animal bites, fires) (1).</p> <p>Do not accept general health and safety issues. Answers must be applied to families with young children.</p> <p>Accept any other appropriate answers</p>	(2)

Question Number	Answer	Mark
7	<p>Award one mark for identification of a reason for Budget-Stay's success and one additional mark for explaining an appropriate reason up to a maximum of four marks.</p> <p>In UK recession, people have less disposable income (1) so budget chains offer good standard basic accommodation at value-for-money prices (1).</p> <p>Minimal products and services are provided (1) so customers know they are not paying extra for items they do not want (1).</p> <p>Customers are confident of the level of service and consistency of products/services (1) so repeat business/customer loyalty is high (1).</p> <p>Many businesses have a policy of using such chains/leisure customers automatically choose the brand (1) because the number of outlets across the UK gives good accessibility/availability (1).</p> <p>Accept any other appropriate answers</p>	(4)

Question Number	Indicative content	Mark
8	<p>Domestic Tourism</p> <ul style="list-style-type: none"> • Many more domestic visitors coming and their numbers mean they generate far more income • Although per visit they may not spend as much they are far more likely to be repeat visitors • Numbers did decline in 2012 so need to ensure don't decline more • Number of domestic tourists may have peaked in 2011 so would need to develop significant new attractions/events to increase numbers <p>Inbound tourism</p> <ul style="list-style-type: none"> • Spend much more money per visit even though far fewer visits • Consistent rise in tourism numbers and average spend jumped considerably • Three year trend shows that inbound tourism spend may continue to rise faster than domestic so this market is worth cultivating • Very unlikely in most instances that long haul inbound tourists will be repeat visitors 	(8)
Level	Descriptor	
0 0 marks	No rewardable material	
1 1-3 marks	Basic arguments for both sides identified or only one side considered. Data may not be used or may be reproduced directly. Points made may be superficial/generic. No conclusion produced or the conclusion is not substantiated.	
2 4-6 marks	Relevant arguments for and against both sides are considered. The answer may be unbalanced. Data will be used, but it may be in a limited way. There is little or unfocused justification of the conclusion.	
3 7-8 marks	Balanced evaluation of both sides for and against. Data will be interpreted appropriately to inform the evaluation/conclusion. A conclusion is produced which is justified and clearly linked to the consideration of arguments.	

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