



Mark Scheme (Results)

June 2014

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

Unit 7: Travel and Tourism Business  
Environments (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)	D Public limited company (PLC)	(1)

Question Number	Answer	Mark
1(b)	B Large business	(1)

Question Number	Answer	Mark
1(c)	B National	(1)

Question Number	Answer	Mark
1(d)(i)	<p>Award <b>one</b> mark for any of the following:</p> <ul style="list-style-type: none"> <li>• finance and accounting</li> <li>• finance</li> <li>• accounting</li> <li>• accounts</li> </ul> <p><b>Accept any other appropriate answers</b></p>	(1)

Question Number	Answer	Mark
1(d)(ii)	<p>Award <b>one</b> mark for any of the following up to a maximum of <b>two</b> marks.</p> <p>Managing/training staff  Recruiting staff  Staff wellbeing/welfare  Managing staff policies</p> <p><b>Accept any other appropriate answers</b></p>	(2)

Question Number	Answer	Mark
1(e)(i)	Award <b>one</b> mark for any of the following: <ul style="list-style-type: none"> <li>• flat</li> <li>• matrix</li> </ul> <b>Do not accept management/leadership styles</b>	(1)

Question Number	Answer	Mark
1(e)(ii)	Award <b>one</b> mark for identification of disadvantage and <b>one</b> additional mark for explaining the disadvantage identified.  Top down (1) so staff become demotivated (1).  Senior managers removed from operations (1) so they are less effective (1).  Staff are focused on one area (1) so do not get a broad understanding of the organisation (1).  <b>Accept any other appropriate answers</b>	(2)

Question Number	Answer	Mark
2(a)	<p>Award <b>one</b> mark for any of the following:</p> <ul style="list-style-type: none"> <li>discretionary income which can be spent on leisure and tourism</li> <li>money that people have after bills are paid</li> </ul> <p><b>Accept any other appropriate answers</b></p>	(1)

Question Number	Answer	Mark
2(b)(i)	<p>2008 2008-2009</p>	(1)

Question Number	Answer	Mark
2(b)(ii)	B 2006-2007	(1)

Question Number	Answer	Mark
2(c)	<p>Award <b>one</b> mark for any of the following up to a maximum of <b>two</b> marks.</p> <p>Fewer people will have money for holidays/demand will decrease/lose profitability.</p> <p>Domestic tourism may increase.</p> <p>Operators may have to reduce their prices/develop better value products.</p> <p>Bigger pool of employees to recruit from.</p> <p><b>Accept any other appropriate answers</b></p>	(2)

Question Number	Answer	Mark
2(d)	<p>Award <b>one</b> mark for any of the following up to a maximum of <b>two</b> marks.</p> <p>Increasingly ageing population Declining youth market Cost-conscious family market Affluent empty-nesters</p> <p><b>Accept any other appropriate answers</b></p>	(2)

Question Number	Answer	Mark
2(e)(i)	B People are taking more trips. D Less is being spent on each trip	(2)

Question Number	Answer	Mark
2(e)(ii)	<p>Award <b>one</b> mark for identification of a positive effect of trends and <b>one</b> additional mark for justification/explanation up to a maximum of <b>two</b> marks for each reason. Award mark for correct explanation even if identification of trend is incorrect.</p> <p>Budget chains will become more popular (1) which will give them an opportunity to increase their market share (1).</p> <p>(More, shorter bookings) means hotels have greater flexibility (1) to maximise their occupancy (1).</p> <p>Increased customer base/profits (1) giving opportunity for future growth/hotel development (1).</p> <p><b>Accept any other appropriate answers</b></p>	(4)

Question Number	Answer	Mark
3(a)(i)	<p>Award <b>one</b> mark for identification of use of social media applied to a tour operator/EDT context and <b>one</b> mark for justification/explanation of how this use will help growth.</p> <p>Facebook competition (1) which will reach a younger/wider market audience (1).</p> <p>Use Twitter to promote special offers (1) which will be re-tweeted to new followers (1).</p> <p>Share pictures on Instagram (1) which will encourage customers to book holidays to those destinations (1).</p> <p><b>Accept any other appropriate answers</b></p> <p><b>Do not accept examples of social media without expansion, e.g. use Twitter (0) to reach customers (0).</b></p>	(2)

Question Number	Answer	Mark
3(a)(ii)	<p>Award <b>one</b> mark for identification of mobile phone technology and <b>one</b> mark for how this will improve service.</p> <p>Develop a mobile friendly webpage (1) to make its information more accessible/easy to read (1).</p> <p>Offer text chat support service (1) to provide another way for customers to ask questions/advice (1).</p> <p>Develop an app (1) for online bookings/customer service (1).</p> <p><b>Accept any other appropriate answers</b></p>	(2)



Question Number	Answer	Mark
3(b)	<p>Award <b>one</b> mark for identification of disadvantage for EDT and <b>one</b> additional mark for a linked explanation of how this disadvantage could manifest itself for the business up to a maximum of <b>two</b> marks for each disadvantage.</p> <p>Reputation/brand for Italian short city breaks (1) which may be weakened by entering into a new market (1).</p> <p>Skiing holidays are seasonal (1) which will mean managing different levels of resources/income at different times of year (1).</p> <p>No experience in ski holidays/operating outside of Europe (1) which means that the business may not know how to manage this operation effectively (1).</p> <p><b>Accept any other appropriate answers</b></p>	(4)

Question Number	Answer	Mark
3(c)	<p>Award <b>one</b> mark for identification of threat for EDT and <b>one</b> additional mark for a linked explanation of how this threat could manifest itself for EDT up to a maximum of <b>two</b> marks for each reason.</p> <p>Campaign encourages new providers to enter the market (1) which could lead to increased competition for EDT (1).</p> <p>Demand exceeds supply (1) which could lead to dissatisfied customers whose needs are not met (1).</p> <p>Existing providers choose to promote at the same time (1) which could make EDT's own promotions/advertising less effective (1).</p> <p><b>Accept any other appropriate answers</b></p>	(4)

Question Number	Answer	Mark
4(a)	<p>Award <b>one</b> mark for identification of opportunity for growth applied to this type of event and <b>one</b> additional mark for explanation of how this opportunity could manifest itself applied to accommodation providers up to a maximum of <b>two</b> marks for each way.</p> <p>May discourage tourists from going abroad in case they cannot get home (1) which will increase domestic tourism (1).</p> <p>Inbound tourists currently in the UK cannot fly home (1) so would have to use UK accommodation providers until flights resumed as they will have nowhere else to stay (1).</p> <p>Increase in motoring holidays/car hire to drive to the continent (1) so more accommodation booked en route to destinations (1).</p> <p><b>Accept any other appropriate answers</b></p>	(4)

Question Number	Answer	Mark
4(b)	<p>Award <b>one</b> mark for identification of a response applied to the scenario and <b>one</b> additional mark for linked explanation of how this response will ensure sales do not decline up to a maximum of <b>two</b> marks per way.</p> <p>Attract more inbound customers from Australia and Dubai (1) as these customers will find the UK more attractive due to the weak British Pound (1).</p> <p>Reducing the standard/number of services (1) so Diamond Air can offer cheaper flights to UK customers (1).</p> <p>Introduce flights to destinations with currencies which are not strong against the British Pound (1) which will appeal to British tourists (1).</p> <p><b>Accept any other appropriate answers</b></p>	(4)

Question Number	Indicative content	Mark
4(c)	<ul style="list-style-type: none"> <li>• They could engage in more marketing/advertising and attempt to undercut their competitors' price but this has costs and could eat into profit margins</li> <li>• No action needed – their existing market may not be able to afford/want to use the new service</li> <li>• Buy/use the new plane – become a market leader</li> <li>• Monitor competition to see the uptake and consumer response as this will allow them to see if many tourists are attracted by the plane and the expense of plane is justified</li> <li>• Change their offer by diversifying to new markets not served by the new plane so that they are not in direct competition with this new innovation</li> <li>• Develop partnership to charter plane/share costs so they can be part of this new technology but not take on all the costs/risk themselves</li> </ul>	(8)
Level	Descriptor	
0 0 marks	No rewardable material	
1 1-3 marks	A few key points identified, <b>or</b> one point discussed in some 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 few key points discussed with limited explanation of impact on Diamond Air. Consideration of more than one response but there will be more emphasis on one of them. The answer may be unbalanced. Most points made will be relevant to the situation in the question, but the link will not always be clear.	
3 7-8 marks	Range of points discussed, <b>or</b> a few key points discussed in depth. The answer is well-balanced/reasoned, giving weight to a variety of responses. The majority of points made will be relevant , include the impact they may have and there will be a clear link to the situation in the question.	

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