Sample Assessment Materials (SAMs)

TRAVEL AND TOURISM

From September 2013
Pearson BTEC Level 1/Level 2 First Award in Travel and Tourism
Pearson BTEC Level 1/Level 2 First Certificate in Travel and Tourism
Pearson BTEC Level 1/Level 2 First Extended Certificate in Travel and Tourism
Pearson BTEC Level 1/Level 2 First Diploma in Travel and Tourism
## Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>1</td>
</tr>
<tr>
<td>Unit 1: The UK Travel and Tourism Sector – sample assessment test and mark scheme</td>
<td>3</td>
</tr>
<tr>
<td>Unit 7: Travel and Tourism Business Environments – sample assessment test and mark scheme</td>
<td>27</td>
</tr>
</tbody>
</table>
Sample assessment materials (SAMs) provide learners and centres with specimen questions and mark schemes. These are used as the benchmark to develop the external assessment learners will take.

Unit 1: The UK Travel and Tourism Sector

The SAMs for this external unit have been provided for the following qualifications:
- BTEC Level 1/Level 2 First Award in Travel and Tourism
- BTEC Level 1/Level 2 First Certificate in Travel and Tourism
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Unit 7: Travel and Tourism Business Environments

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As the Award is nested within the Certificate, Extended Certificate and Diploma, we have adopted the convention of titling external assessments for the smallest award for which they are available across the whole BTEC first suite. This is the same convention used for AS/GCSE which is also a nested qualification.
Introduction

Sample assessment materials (SAMs) provide learners and centres with specimen questions and mark schemes. These are used as the benchmark to develop the external assessment learners will take.

Unit 1: The UK Travel and Tourism Sector

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Unit 7: Travel and Tourism Business Environments

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Unit 1: The UK Travel and Tourism Sector – sample assessment test

The sample assessment test and mark scheme are for the following qualifications:

- BTEC Level 1/Level 2 First Award in Travel and Tourism
- BTEC Level 1/Level 2 First Certificate in Travel and Tourism
- BTEC Level 1/Level 2 First Extended Certificate in Travel and Tourism
- BTEC Level 1/Level 2 First Diploma in Travel and Tourism.
Write your name here
Surname Other names

Total Marks

Paper Reference

You do not need any other materials.

Travel and Tourism
Unit 1: The UK Travel and Tourism Sector

Sample Assessment Material
Time: 1 hour

Instructions

• Use black ink or ball-point pen.
• Fill in the boxes at the top of this page with your name, centre number and learner registration number.
• Answer all questions.
• Answer the questions in the spaces provided – there may be more space than you need.

Information

• The total mark for this paper is 50.
• The marks for each question are shown in brackets – use this as a guide as to how much time to spend on each question.

Advice

• Read each question carefully before you start to answer it.
• Keep an eye on the time.
• Try to answer every question.
• Check your answers if you have time at the end.
You do not need any other materials.

Total Marks

Travel and Tourism
Unit 1: The UK Travel and Tourism Sector

Sample Assessment Material
Time: 1 hour

Paper Reference 21474E

Instructions
- Use black ink or ball-point pen.
- Fill in the boxes at the top of this page with your name, centre number and learner registration number.
- Answer all questions.
- Answer the questions in the spaces provided – there may be more space than you need.

Information
- The total mark for this paper is 50.
- The marks for each question are shown in brackets – use this as a guide as to how much time to spend on each question.

Advice
- Read each question carefully before you start to answer it.
- Keep an eye on the time.
- Try to answer every question.
- Check your answers if you have time at the end.
Answer ALL questions.

For questions 1(a) – 1(c)(i) put a cross in one box ✓ to indicate your answer. If you change your mind, put a line through the box ✗ and then put a cross in another box ✓.

1 (a) Which of the following is an example of outbound tourism from the UK?

☐ A A couple from the USA visiting London
☐ B A family from London holidaying in Scotland
☐ C A family from London visiting Disneyland Paris
☐ D A German businessman attending a conference in London

(b) The Jones family, from Birmingham, are travelling to Liverpool to stay with grandparents for three weeks.

Which statement describes the type and purpose of this tourism trip?

☐ A Outbound tourism for leisure purposes
☐ B Domestic tourism for visiting friends and relatives
☐ C Domestic tourism for business purposes
☐ D Outbound tourism for visiting friends and relatives

(c) Study the information and answer the questions below.

<table>
<thead>
<tr>
<th>UK regions</th>
<th>Tourism’s contribution to each of the UK’s regions (£ billions)</th>
<th>Percentage of each UK region’s GDP gained from tourism</th>
</tr>
</thead>
<tbody>
<tr>
<td>England</td>
<td>96.7</td>
<td>8.6%</td>
</tr>
<tr>
<td>Scotland</td>
<td>11.1</td>
<td>10.4%</td>
</tr>
<tr>
<td>Wales</td>
<td>6.2</td>
<td>13.3%</td>
</tr>
<tr>
<td>Northern Ireland</td>
<td>1.5</td>
<td>4.9%</td>
</tr>
</tbody>
</table>

(Source: VisitBritain website, 2011)

(i) In which UK region was tourism’s contribution to GDP the highest?

☐ A England
☐ B Scotland
☐ C Wales
☐ D Northern Ireland

(ii) What does Gross Domestic Product (GDP) mean?

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(Total for Question 1 = 4 marks)
(c) Study the information and answer the questions below.

<table>
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(Source: VisitBritain website, 2011)

(i) In which UK region was tourism’s contribution to GDP the highest?

☐ A England
☐ B Scotland
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☐ D Northern Ireland

(1)

(ii) What does Gross Domestic Product (GDP) mean?

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(Total for Question 1 = 4 marks)
2 In the tourism industry there are three types of visitor attraction. Study this picture of a UK visitor attraction.

(Source: Cameron Dunn)

(a) What type of visitor attraction is this?  

.......................................................................................................................... ... ..........................................................................................................................
.......................................................................................................................... ... ..........................................................................................................................

(b) One role of this type of visitor attraction is to educate.

   Name three products and/or services the attraction could use as part of this role.  

   1 .......................................................................................................................... ...
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   2 .......................................................................................................................... ...
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   3 .......................................................................................................................... ...
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(c) Outline one function of an organisation, such as VisitBritain, for each of the following headings:

   Providing a service: .......................................................................................................................... ...
..........................................................................................................................
..........................................................................................................................

   Regulation: .......................................................................................................................... ...
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(d) (i) What is meant by the term 'sustainable tourism'?

   .......................................................................................................................... ...
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   (ii) One of the reasons that tourism organisations develop sustainable tourism is to improve the image of their business. Explain two other reasons why tourism organisations develop sustainable tourism.

   1 ..........................................................................................................................
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   2 ..........................................................................................................................
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   3 ..........................................................................................................................
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In the tourism industry there are three types of visitor attraction. Study this picture of a UK visitor attraction.
(Source: Cameron Dunn)

(a) What type of visitor attraction is this?
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1  ..........................................................................................................................
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3  ..........................................................................................................................
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Providing a service:
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(d) (i) What is meant by the term ‘sustainable tourism’?
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   Explain two other reasons why tourism organisations develop sustainable tourism.
1  ..........................................................................................................................
2  ..........................................................................................................................
3  ..........................................................................................................................

Major special events, such as the 2012 Olympic and Paralympic Games in London, are a way of developing tourism in the UK and raising the profile of the UK as a tourist destination. The photograph below shows the building of the main Olympic stadium in 2011.

(Source: Cameron Dunn)

(e) One of the ways major events contribute to the UK economy is through direct employment.

Explain two other ways in which major events contribute to the UK economy.

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(Total for Question 2 = 15 marks)
Major special events, such as the 2012 Olympic and Paralympic Games in London, are a way of developing tourism in the UK and raising the profile of the UK as a tourist destination. The photograph below shows the building of the main Olympic stadium in 2011.

(Source: Cameron Dunn)

(e) One of the ways major events contribute to the UK economy is through direct employment. Explain two other ways in which major events contribute to the UK economy.

1  ..........................................................................................................................
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2  ..........................................................................................................................
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(Total for Question 2 = 15 marks)

For questions 3(a)(i) – 3(a)(ii) put a cross in one box ☒ to indicate your answer. If you change your mind, put a line through the box ☒ and then put a cross in another box ☒.

3 Study the homepage of cabins@thecoast.com shown below.

(a) (i) What type of accommodation do cabins@thecoast offer?

☐ A  Camping
☐ B  Full service hotel
☐ C  Holiday park
☐ D  Self–catering

(ii) What type of organisation is cabins@thecoast?

☐ A  A public organisation
☐ B  A private organisation
☐ C  A voluntary organisation
☐ D  A package tour operator
(iii) Another type of accommodation provider is a youth hostel.

State **two** products and/or services that a youth hostel offers.

1 ..........................................................................................................................
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(b) (i) Give **one** advantage and **two** disadvantages of using the internet for providers of holiday accommodation.

Advantage 1:
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Disadvantage 1:
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Disadvantage 2:
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Airports use a wide range of technology, which has changed the passenger experience.

(Source: Geoffrey Robinson /Alamy)

(ii) Other than use of the internet, name **two** technological developments that have changed the passenger experience at airports.

1 ...........................................................................................................................................
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2 ...........................................................................................................................................
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(Total for Question 3 = 9 marks)
4 (a) A tour operator puts services together to create a package. One such service could be accommodation.

(i) Give **two** other products and/or services tour operators provide.  

(2)

1

2

(ii) Give **two** roles a travel agent performs.  

(2)

1

2

ABTA, the Association of British Travel Agents, is a non-profit trade organisation. It has about 1,300 members most of which are travel agents and tour operators. 70% of people booking a UK holiday look for the ABTA logo when they book their holiday.

(b) Explain **two** benefits to consumers of booking their holiday through an ABTA member.  

(4)

1

2
Organisations in the travel and tourism industry are sometimes part of a larger corporate group. The companies First Choice and Thomson Holidays are both part of TUI, a large corporation based in Germany.

(c) Explain **one** advantage and **two** disadvantages, of being part of a corporate group for organisations in the travel and tourism industry.

**Advantage 1:**

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Sunita and Pradesh are booking a holiday to celebrate their wedding anniversary. They would like to travel to several European capitals over 16 nights. Pradesh would like to travel out by train but return by air.

5 Evaluate whether Sunita and Pradesh should book a package holiday or an independent holiday.

(Total for Question 5 = 8 marks)

TOTAL FOR PAPER = 50 MARKS
Evaluate whether Sunita and Pradesh should book a package holiday or an independent holiday.

Sunita and Pradesh are booking a holiday to celebrate their wedding anniversary. They would like to travel to several European capitals over 16 nights. Pradesh would like to travel out by train but return by air.

Total for Question 5 = 8 marks

**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.
- All marks on the mark scheme should be used appropriately.
- All 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 a 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 about applying 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.
<table>
<thead>
<tr>
<th>Question number</th>
<th>Answer</th>
<th>Mark</th>
</tr>
</thead>
<tbody>
<tr>
<td>1(a)</td>
<td>C – A family from London visiting Disneyland Paris</td>
<td>(1)</td>
</tr>
<tr>
<td>1(b)</td>
<td>B – Domestic tourism for visiting friends and relatives</td>
<td>(1)</td>
</tr>
<tr>
<td>1(c)(i)</td>
<td>C – Wales</td>
<td>(1)</td>
</tr>
<tr>
<td>1(c)(ii)</td>
<td>Any one from the following:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• The value of a country’s economy (1)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• A measure of all goods and services over a specific time (1)</td>
<td></td>
</tr>
<tr>
<td>2(a)</td>
<td>Do not accept ‘purpose built’</td>
<td>(1)</td>
</tr>
<tr>
<td>2(b)</td>
<td>Any three from the following products and/or services:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Information/interpretation materials/publications (1)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Exhibits/interactive/interpretive displays (1)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Events/special events (1)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Talks, tours and guides (1)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Organised educational visits (1)</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>3 x 1</strong></td>
<td>(3)</td>
</tr>
<tr>
<td>2(c)</td>
<td>Any one from:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Provide a service such as:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Search for accommodation (1)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Search for activities / events (1)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Any one from:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Regulation:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Ensure minimum standards e.g. health and safety (1)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Deal with complaints fairly (1)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Provide insurance (1)</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Accept any other appropriate answers, that relate to similar organisations.</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>2 x 1</strong></td>
<td>(2)</td>
</tr>
<tr>
<td>Question number</td>
<td>Answer</td>
<td>Mark</td>
</tr>
<tr>
<td>-----------------</td>
<td>------------------------------------------------------------------------</td>
<td>------</td>
</tr>
<tr>
<td>2(d)(i)</td>
<td>Definition from the specification is: Meeting the needs of present tourists and local communities, protecting the natural, historical and cultural environment for the future. (1)</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Accept any other appropriate answer.</strong></td>
<td>(1)</td>
</tr>
<tr>
<td>2(d)(ii)</td>
<td>Award 1 mark for each correct identification of reasons that relate to tourism organisations.</td>
<td></td>
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<tr>
<td></td>
<td>Award 1 mark for each correct justification/elaboration of that reason.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Less pollution/waste so improved environment (1) which would be attractive to potential customers (1) and/or attract new customers (1)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Better relationship with local community (1) due to lower negative environmental impact of tourism (1)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Opportunity for growth/growth tourism area (1) by developing a new image which appeals to different customers (1)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Creates competitive edge (1) by offering something unique/ethical (1)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Reduces costs such as energy consumption / water bills (1) for hotels, campsites etc which could boost profits (1)</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Do not accept one word answers (such as ‘jobs’ or ‘greener’), or general benefits that are not related specifically to tourism organisations eg ‘environmentally friendly’.</strong></td>
<td></td>
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<tr>
<td></td>
<td><strong>2 x 2</strong></td>
<td>(4)</td>
</tr>
<tr>
<td>Question number</td>
<td>Answer</td>
<td>Mark</td>
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<td>-----------------</td>
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<tr>
<td>2(e)</td>
<td>Award 1 mark for each correct identification of contribution to the UK economy, plus a further mark for each correct justification/elaboration.</td>
<td>2 x 2 (4)</td>
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<tr>
<td></td>
<td>• Construction of the site/venues/infrastructure provides indirect employment (1) which creates economic growth through increased wages and spending (1)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Spending by visitors during the event (1) generates an economic multiplier effect as demand for goods and services increases (1)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Publicity/marketing/TV coverage raises UK profile (1) raising GDP by boosting incoming tourism over the longer term (1)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Building the Olympic Park creates potential legacy attractions (1) which could generate longer term tourism income / develop new types of tourism in the area (1)</td>
<td></td>
</tr>
<tr>
<td>3 (a)(i)</td>
<td>D – Self-catering</td>
<td>(1)</td>
</tr>
<tr>
<td>3 (a)(ii)</td>
<td>B – A private organisation</td>
<td>(1)</td>
</tr>
<tr>
<td>3 (a)(iii)</td>
<td>Any two from: Self-catering (1) meals (1) information and advice (1) social areas (1)</td>
<td>2x1 (2)</td>
</tr>
</tbody>
</table>

Accept any other appropriate answers.
<table>
<thead>
<tr>
<th>Question number</th>
<th>Answer</th>
<th>Mark</th>
</tr>
</thead>
</table>
| 3(b)(i)         | Any one advantage from the following:  
  - Wide audience/can be found by search engine (1)  
  - Cheap to run/reduces employee costs (1)  
  - Use of email marketing (1)  
  - 24/7 booking availability (1)  
Any two disadvantages from the following:  
  - Lots of competition (1)  
  - Good websites cost money to design/set up (1)  
  - Negative reviews reach a wide audience (1)  
  - Virtual tours may dissuade visitors (1)  
**Accept any other appropriate answers.**  
Answers must relate to the holiday accommodation provider, not the consumer. | 3 x 1 (3) |
| 3(b)(ii)        | Change could be positive or negative for the passenger experience.  
Examples of technology need to relate to the passenger experience in airports (not radar, or better aircraft); also reject ‘more shops’ etc.  
Any one from:  
  - Body scanners/x–ray machines (1)  
  - Enhanced passport technology (1)  
  - E–ticket use at check in (1)  
  - Self–service check in (1)  
**Do not accept answers that rely on internet use e.g. mobile check in/flight time apps or similar.** | 2 x 1 (2) |
| 4(a)(i)         | Any two from:  
  - Flights (1)  
  - Transfers (1)  
  - Excursions (1)  
**Accept other products or services that could be part of a package.**  
**Do not accept accommodation.** | 2 x 1 (2) |
<table>
<thead>
<tr>
<th>Question number</th>
<th>Answer</th>
<th>Mark</th>
</tr>
</thead>
</table>
| 4(a)(ii)        | Any two from the following: Travel agent:  
|                 | • Sells/retails the holiday to the consumer (1)  
|                 | • Provides advice on the range of holidays/packages on offer (1)  
|                 | • Makes bookings (1)  
|                 | • Sells other components e.g. insurance, currency (1) | **2x1** (2) |

<table>
<thead>
<tr>
<th>Question number</th>
<th>Answer</th>
<th>Mark</th>
</tr>
</thead>
</table>
| 4(b)            | Award 1 mark for each correctly identified benefit to consumers, plus a further mark for each correct justification/elaboration of that benefit.  
|                 | • ABTA members are insured against failure/bankruptcy (1) so consumers will get their money back (1)  
|                 | • ABTA has a complaints system in place (1) so consumers who are unhappy are able to complain/get redress/compensation (1) ABTA will arbitrate between the consumer and travel company (1)  
|                 | • ABTA members are trusted more (1) so consumers may feel more confident handing their payment to an ABTA member (1) | **2 x 2** (4) |

Accept any other appropriate answers.
<table>
<thead>
<tr>
<th>Question number</th>
<th>Answer</th>
<th>Mark</th>
</tr>
</thead>
<tbody>
<tr>
<td>4(c)</td>
<td>One mark for a basic explanation, plus a further mark for an justification. Answers must relate to the organisations:</td>
<td></td>
</tr>
</tbody>
</table>

**Advantages**

Any one from:
- Economies of scale / horizontal integration (1) through joint operations such as sharing resources (1)/ joint marketing and promotion opportunities (1)
- Ease of booking different aspects of a holiday through linked / shared systems (1) improving the customer experience and therefore repeat business (1)

**Disadvantages**

Any two from:
- Perceived lack of product diversification (1) which may impacts on customer choice (too branded, holidays all the same, impersonal) so business drops (1)
- Customer care suffers, so perceptions decline (1), such as large call centres can mean reduced ability to contact people directly (1)
- Organisations within the same corporate group may not work together effectively (1) and therefore miss opportunities for integration that could grow their business / increase profitability (1); credit idea of language / culture barriers / problems e.g. UK businesses with a German parent company (1)

Accept any other appropriate answers. 3 x 2 (6)
<table>
<thead>
<tr>
<th>Question number</th>
<th>Indicative content</th>
<th>Mark</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>Answers should focus on positive and negative reasons for both package and independent holidays.</td>
<td></td>
</tr>
</tbody>
</table>

**Booking independently (advantages)**
- Easier to do using internet; Sunita and Prakash can meet their requirements i.e. number of destinations/dates/times/transport/dietary requirements
- Could be cheaper as the couple search for, and compare, cheapest options.
- Can use ancillary organisations such as the post office for foreign currency/insurance etc.

**Booking independently (disadvantages)**
- May not plan for all components i.e. transfer arrangements
- Sunita and Prakash are unlikely to make savings that may result from single source booking
- Smaller providers may not have an online presence
- Independent booking may be riskier in terms of payment protection/insurance against company bankruptcy

**Package holiday (advantages)**
- Sunita and Prakash can arrange all components at once which can result in cost discounts
- The responsibility for arrangements lies with the package company
- Easier and quicker to book

**Package holiday (disadvantages)**
- Lack of flexibility; tend to be for ‘standard’ destinations e.g. coastal, islands – not unusual/off the beaten track or multiple cities like Sunita and Prakash wish to visit.
- No opportunity to change plans during the holiday.

**Accept any other appropriate answers** (8)
<table>
<thead>
<tr>
<th>Level</th>
<th>Mark</th>
<th>Descriptor</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>0</td>
<td>No rewardable material.</td>
</tr>
<tr>
<td>1</td>
<td>1–3</td>
<td>Basic arguments for both types identified, or only one type considered. The answer is likely to be in the form of a list. Points made will be superficial/generic and not applied/directly linked to the situation in the question. No conclusion produced or the conclusion is a consequence of only one side of the argument being considered.</td>
</tr>
<tr>
<td>2</td>
<td>4–6</td>
<td>Arguments for and against both types are described, but there will be more emphasis on one type than the other. The answer will be unbalanced. A conclusion is present, but this is either implicit or as a result of unbalanced consideration of the arguments. There is little or unfocused justification of the conclusion. Most points made will be relevant to the situation in the question, but the link will not always be clear.</td>
</tr>
<tr>
<td>3</td>
<td>7–8</td>
<td>Balanced explanation of both types for and against. A conclusion is produced which is justified clearly linked to the consideration of arguments for and against, and their relative importance to the situation. The majority of points made will be relevant and there will be a clear link to the situation in the question.</td>
</tr>
</tbody>
</table>
Unit 7: Travel and Tourism Business Environments – sample assessment test

The sample assessment test and mark scheme are for the following qualifications:

- BTEC Level 1/Level 2 First Certificate in Travel and Tourism
- BTEC Level 1/Level 2 First Extended Certificate in Travel and Tourism
- BTEC Level 1/Level 2 First Diploma in Travel and Tourism.
Sample Assessment Material

Unit 7: Travel and Tourism Business Environments

Time: 1 hour

You do not need any other materials.

Instructions

• Use black ink or ball-point pen.
• Fill in the boxes at the top of this page with your name, centre number and learner registration number.
• Answer all questions.
• Answer the questions in the spaces provided – there may be more space than you need.

Information

• The total mark for this paper is 50.
• The marks for each question are shown in brackets – use this as a guide as to how much time to spend on each question.

Advice

• Read each question carefully before you start to answer it.
• Keep an eye on the time.
• Try to answer every question.
• Check your answers if you have time at the end.

*S45215A0112*
Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and learner registration number.
- Answer **all** questions.
- Answer the questions in the spaces provided — **there may be more space than you need.**

Information

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- The marks for **each** question are shown in brackets — **use this as a guide as to how much time to spend on each question.**

Advice

- Read each question carefully before you start to answer it.
- Keep an eye on the time.
- Try to answer every question.
- Check your answers if you have time at the end.
1

Kevin Smith and Jean Gregory jointly own Moors Tours, which they set up in 1996. Moors Tours employs six people who organise guided walking tours across the north east and north west of England. Moors Tours uses coach companies to transport its customers to the starting points of guided walks. It also uses public houses to provide meals at the end of the walks.

(a) What is the business structure of Moors Tours?

☐ A A micro-enterprise
☐ B A small and medium enterprise (SME)
☐ C A large business
☐ D A multinational company

(b) Moors Tours has which type of business ownership?

☐ A Public limited company
☐ B Cooperative
☐ C Sole trader
☐ D Partnership

(c) Identify the geographical scale of Moors Tours’ business operations.

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(d) Which of these would be considered a threat to Moors Tours?

☐ A A decrease in competition
☐ B An increase in customer demand
☐ C A rise in fuel costs
☐ D An improvement in transport links
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(d) Which of these would be considered a threat to Moors Tours?

1. A decrease in competition
2. An increase in customer demand
3. A rise in fuel costs
4. An improvement in transport links

(e) Moors Tours uses external companies to support its activities.

(i) It has employed a market research company to conduct research into customer needs.

Give two reasons, other than cost, why Moors Tours would benefit from using this external company.

1. ...
2. ...
3. ...
4. ...

(ii) Explain how Moors Tours could use one other type of external company to support its business operations.

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(Total for Question 1 = 8 marks)
2

Travel and tourism businesses need to understand trends that affect their industry and know how to respond to them.

(a) This graph shows a trend in low-cost airline passenger numbers.

**Passenger numbers for two European low-cost airlines 2000–2010**

![Graph showing passenger numbers for Ryanair and easyJet from 2000 to 2010.](image)

(Data source: Aviation Economics, 2011)

In which years did easyJet’s passenger numbers grow most rapidly?

- [ ] A 2000–2001
- [ ] B 2003–2004
- [ ] C 2005–2006
- [ ] D 2007–2008

(b) Outline two cultural trends that have contributed to the growth of low-cost airline passenger numbers.

1. ...
2. ...

(c) This table shows visitor numbers to attractions in London for 2010 and 2011.

<table>
<thead>
<tr>
<th>Attraction</th>
<th>Visitor numbers 2010</th>
<th>Visitor numbers 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>British Museum</td>
<td>5.842 million</td>
<td>5.848 million</td>
</tr>
<tr>
<td>Science Museum</td>
<td>2.750 million</td>
<td>2.790 million</td>
</tr>
<tr>
<td>Victoria and Albert Museum</td>
<td>2.630 million</td>
<td>2.790 million</td>
</tr>
<tr>
<td>St Paul’s Cathedral</td>
<td>1.890 million</td>
<td>1.820 million</td>
</tr>
</tbody>
</table>

(Data source: www.alva.org.uk, 2012)

(i) Identify the attraction that has seen a decline in visitor numbers between 2010 and 2011.

- [ ] ...

(ii) Give two economic trends that can affect visitor numbers to attractions.

1. ...
2. ...
(b) Outline **two** cultural trends that have contributed to the growth of low-cost airline passenger numbers.

1. ..........................................................................................................................
2. ..........................................................................................................................

(c) This table shows visitor numbers to attractions in London for 2010 and 2011.

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</tr>
</tbody>
</table>

(Data source: www.alva.org.uk, 2012)

(i) Identify the attraction that has seen a decline in visitor numbers between 2010 and 2011.  

..........................................................................................................................
..........................................................................................................................
..........................................................................................................................

(ii) **Give two** economic trends that can affect visitor numbers to attractions.

1. ..........................................................................................................................
2. ..........................................................................................................................
(d) The number of holiday makers booking all-inclusive holidays has increased.

Explain two possible reasons for the growing popularity of all-inclusive holidays.

1 ..........................................................................................................................
..........................................................................................................................
..........................................................................................................................
..........................................................................................................................

2 ..........................................................................................................................
..........................................................................................................................
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(Total for Question 2 = 10 marks)
3. An earthquake has hit a popular tourist destination in the Mediterranean, causing widespread destruction and evacuation of holidaymakers. Six months later, businesses in the travel and tourism industry are considering their future in the area.

Explain **two** ways in which this event could be turned into an opportunity for travel and tourism businesses operating in this tourist destination.

1. ..........................................................................................................................
   ..........................................................................................................................
   ..........................................................................................................................
   ..........................................................................................................................

2. ..........................................................................................................................
   ..........................................................................................................................
   ..........................................................................................................................
   ..........................................................................................................................

(Total for Question 3 = 4 marks)
4

David works on his own as a franchisee for Travel Consultants plc. David uses the Travel Consultants plc booking systems, which are part of the franchise contract, to offer package and tailor-made holidays to the network of customers he has built up over the last five years.

(a) What is meant by a tailor-made holiday?

(b) What is a franchisee?

☐ A A business that innovates products or services
☐ B A business that trades under an established brand
☐ C A charitable organisation
☐ D A public business

(c) Explain two advantages to David of being a franchisee for Travel Consultants plc.

1

2
(d) Due to government interventions, Travel Consultants plc sometimes see rapid increases in the number of visitors to some destinations.

(i) Give two specific examples of government interventions that can contribute to a rapid increase in tourist numbers. (2)

(ii) For each of your examples, explain how it contributes to a rapid increase in tourist numbers. (4)

Government intervention 1

Explanation

Government intervention 2

Explanation

(Total for Question 4 = 12 marks)
Silver Dreams is a UK tour operator. It specialises in selling group tours and package holidays worldwide to the increasing over-50s market. Established in 2001, Silver Dreams now employs 150 staff.

Management organisation chart for Silver Dreams:

(a) Explain one way in which Silver Dreams’ business structure would benefit its customer service.

(2)

(b) Explain three products which Silver Dreams could develop to take advantage of the over-50s market.

1  
2  
3  

(Sample answer space)
(b) Explain **three** products which Silver Dreams could develop to take advantage of the over-50s market.

1.

2.

3.
Silver Dreams has a competitor called Get Away. It provides a wider range of holidays and aims to attract families as well as the over-50s. Get Away has recently decided to switch to a fully-online business model using web-based brochures, online booking and e-ticketing.

Discuss the actions Silver Dreams could take in responding to this threat.

(Total for Question 5 = 16 marks)

TOTAL FOR PAPER = 50 MARKS
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.
- All marks on the mark scheme should be used appropriately.
- All 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 a 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 about applying 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.
<table>
<thead>
<tr>
<th>Question number</th>
<th>Answer</th>
<th>Mark</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 (a)</td>
<td>A – A micro-enterprise (1)</td>
<td>(1)</td>
</tr>
<tr>
<td>1 (b)</td>
<td>D – Partnership (1)</td>
<td>(1)</td>
</tr>
<tr>
<td>1 (c)</td>
<td>Regional (1)</td>
<td>(1)</td>
</tr>
<tr>
<td>1 (d)</td>
<td>C – A rise in fuel costs (1)</td>
<td>(1)</td>
</tr>
</tbody>
</table>

1 (e)(i)  Any two reasons from:
- staff would be able to continue on day to day activities rather than waste time doing the market research (1)
- as Moors Tours staff are not market research experts results would be presented/interpreted by professionals (1)
- the results of the research would be fully impartial (1).

Accept any other appropriate answers. (2)

1 (e)(ii) Award one mark for identification of another useful external company, and one mark for the extension/justification.

Any one from:
- Advertising company (1) to promote/advertise its services/produce brochures (1)
- A website design company (1) to develop its website professionally (1)
- Accounting company (1) to administer its accounts/invoicing (1).

Accept any other appropriate answers. (2)
### Question 2 (a)

<table>
<thead>
<tr>
<th>Question Number</th>
<th>Answer</th>
<th>Mark</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 (a)</td>
<td>D – 2007-2008 (1)</td>
<td>(1)</td>
</tr>
</tbody>
</table>

### Question 2 (b)

<table>
<thead>
<tr>
<th>Question Number</th>
<th>Answer</th>
<th>Mark</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 (b)</td>
<td>Any two cultural trends from:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Rise in young people travelling independently (easier to book, cheaper, growing range of new European destinations)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Number of people buying/having 2nd homes outside of the UK means they can use low cost airlines to purchase seats only (they make their own travelling arrangements, airlines of this type also have flexibility which caters for frequent travellers such as this group).</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Rise in the popularity of short breaks (e.g. stag/hen parties that are looking for alternative but accessible destinations that the low-cost airlines fly to). Range of destinations, frequency of flights and generally cheaper pricing appeal to such groups.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Due to different types of media, people are often more aware of different types of culture and want to experience these</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• It is now more socially acceptable to travel by low cost airline</td>
<td></td>
</tr>
</tbody>
</table>

Accept any other appropriate answers. (2)

### Question 2 (c)(i)

<table>
<thead>
<tr>
<th>Question Number</th>
<th>Answer</th>
<th>Mark</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 (c)(i)</td>
<td>St Paul’s Cathedral (1)</td>
<td>(1)</td>
</tr>
</tbody>
</table>

### Question 2 (c)(ii)

<table>
<thead>
<tr>
<th>Question Number</th>
<th>Answer</th>
<th>Mark</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 (c)(ii)</td>
<td>Any two economic trends from:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Employment rates (1)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Disposable income (1)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Spend per visitor (1)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Currency Exchange rate fluctuations (1)</td>
<td></td>
</tr>
</tbody>
</table>

Accept any other appropriate answers. (2)
<table>
<thead>
<tr>
<th>Question Number</th>
<th>Answer</th>
<th>Mark</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 (d)</td>
<td>Award one mark for identification of reason, and one mark for the extension/justification, up to two marks for each.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Any two from:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• In the past all-inclusive holidays have been sold as exclusive expensive holidays in destinations such as the Caribbean (1) whereas now they are sold in many more destinations closer to the UK such as Spain and Greece (1).</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• During the recession many people have had less disposable income /uncertain about future disposable income (1) so all-inclusive holidays look good value for money as there are no extras when you arrive/there are no surprises on costs (1).</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• All inclusive holidays mean tourists do not need to take much foreign currency (1) so they don’t need to worry about changes in exchange rates (1).</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Accept any other appropriate answers.</td>
<td>(4)</td>
</tr>
<tr>
<td>3</td>
<td>Award one mark for correct identification of each opportunity, and one mark for each extension/justification, up to two marks for each.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Any two from:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• There is an opportunity to develop/promote new products and services linked to dark tourism (1) as some tourists want to visit locations where extreme natural events have caused environmental/physical damage and human suffering has taken place (1).</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• As general awareness and media interest increases there is an opportunity to attract socially responsible tourists (1) who want to help an area devastated by disasters to recover. Businesses can develop holiday packages/volunteering trips e.g. clean-up and aid relief work, that appeal to this type of tourist (1).</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• The rebuilding of infrastructure e.g. roads, buildings in the affected area may lead to tourism businesses designing/creating purpose-built tourism facilities (1) which can allow the business to offer new types of holiday using these facilities to attract tourists back to the destination (1).</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Accept any other appropriate answers.</td>
<td>(4)</td>
</tr>
<tr>
<td>Question Number</td>
<td>Answer</td>
<td>Mark</td>
</tr>
<tr>
<td>-----------------</td>
<td>--------</td>
<td>------</td>
</tr>
</tbody>
</table>
| 4 (a)           | One from the following:  
  - A holiday made specifically for a customer's requirements (1).  
  - A bespoke holiday with flights, accommodation and attractions arranged specifically for the customer (1).  
  Accept any other appropriate answers. | (1) |
| 4 (b)           | B – A business that trades under an established brand (1) | (1) |
| 4 (c)           | Award one mark for identification of advantage, and one mark for extension/justification, up to two marks each.  
  Any two from:  
  - David can dictate his own hours of working which gives him much more freedom/flexibility (1) so he can fit his hours around other commitments (1).  
  - David can take advantage of seasonality/breaks in business (1) which means he can make more money during busy times (1).  
  - David would benefit from the image of the Travel Consultant's brand (1) this may help him to attract more new customers who know the name and reputation of the franchise (1).  
  Accept any other appropriate answers. | (4) |
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| 4 (d)(i)        | Award one mark for each government intervention, up to two marks.  
|                 | • national government funding (1).  
|                 | • taxation on tourism related costs (1).  
|                 | • relax the entry/exit visa regulations (1).  
|                 | Accept any other appropriate answers. | (2) |
| 4 (d)(ii)       | For each government intervention given in (d)(i) award one mark for correct identification of contribution to **rapid increase** and one mark for extension/justification, up to two marks each.  
|                 | Any two from:  
|                 | • national government funding  
|                 | Funding that pays for the work of promotional agencies (for example ‘Visit Britain’) for a massive media campaign including TV advertising, brochure distribution, large exhibition coverage etc (1) which should be seen by large numbers of potential tourists from different countries (1).  
|                 | • taxation on tourism related costs  
|                 | Government could reduce e.g. VAT, air passenger duty, customs, excise for a designated period of time (1) which would immediately make products and services at a/to a destination cheaper and more appealing for tourists to visit as they have to make use of a small window of opportunity (1).  
|                 | • Relax the entry/exit visa regulations  
|                 | prospective tourists will no have to fill in forms/wait for authorisation (1) so they don’t have to plan ahead and more tourists will be able to travel on impulse/last minute than previously allowed (1).  
|                 | (explanations must relate to **rapid increases in tourist numbers**)  
|                 | Accept any other appropriate answers. | (4) |
### Question Number | Answer | Mark
--- | --- | ---
5 (a) | Award one mark for identification of benefit, and one mark for extension/justification, up to two marks. Example could include: - employees become more knowledgeable about/are responsible for their specific area (1) which allows them to use this expertise to advise new customers/meet customer requirements (1) - allows staff specialising in location knowledge to build relationships with returning customers/groups (1) which can lead to better customer experience/loyalty which leads to future sales - hierarchical business structure means managers will closely monitor their staff (1) which will ensure that customer service standards are met consistently (1). Accept any other appropriate answers. | (2)

### Question Number | Answer | Mark
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5 (b) | Award one mark for identification of product development, and one mark for extension/justification, up to two marks each. Any three from: - Silver Dreams could develop more up-market products such as niche/luxury hotel breaks (1) because the over-50s market has money to spend as their children have left home/children are no longer dependent on them (1). - They can add more long-haul destinations/longer breaks/cruises breaks (1) which could appeal to the over-50s now that they are retired/working less/have more time to travel for long periods (1). - They can add more unusual destinations that appeal to experienced tourists (1) because over-50s customers have already experienced typical destinations and want to see something new/different (1). - They can add longer warmer climate holiday products e.g. a month or six weeks (1) because over-50s often find winter expensive they can save on high domestic fuel costs at the same time as being on holiday (1). - They can add holidays based around hobbies and interests e.g. painting, cooking (1) because over-50s want to learn new skills/need greater variety of holidays/want to make longer term friendships with like minded people (1). Accept any other appropriate answers. | (6)
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| 5 (c)           | • Silver Dreams management could continue as before and try to appeal to their existing market – who, as they are over-50s, may be more comfortable with paper-based materials/might expect hard-copy brochures so Silver Dreams could risk them turning to other competitors.  
  • The risk of this is that Silver Dreams may not be able to match their competitors for price as online booking may be cheaper; Get Away would then gain a price advantage.  
  • Silver Dreams could follow suit and move towards a web-based model but the additional costs/investment would have to be justified; customers may expect to pay less for holidays booked over the internet so prices might need to be reduced.  
  • They could seek to broaden their product offer to appeal to a wider market i.e. families, in order to be able to match their competitors but this would mean incurring costs in new product development and new branding (Silver Dreams would not be appealing to a wider market)/management may risk alienating existing customers who do not like the idea of families being in the same resorts.  
  • They could engage in more marketing/advertising to attempt to offset their competitor’s likely price cuts, but this has costs and could eat into profit margins.  
  • Silver Dreams could attempt to develop a wider range of over-50s products (move into cruises, or winter villas) to attempt to grow their business in a different direction from Get Away, emphasising their over-50s focus.                                                                                                                                                                                                                       | (8)  |
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<tr>
<td>0</td>
<td></td>
<td>No rewardable material</td>
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<tr>
<td>1</td>
<td>1-3</td>
<td>A few key points identified or one point described in some detail. The answer is likely to be in the form of a list. Only one viewpoint considered. Points made will be superficial/generic and not applied/directly linked to the situation in the question.</td>
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<td>2</td>
<td>4-6</td>
<td>Some points identified or a few key points described in detail. Consideration of more than one viewpoint but more emphasis on one of them. The answer is unbalanced. Most points will be relevant to the situation in the question but the link will not always be clear.</td>
</tr>
<tr>
<td>3</td>
<td>7-8</td>
<td>Range of points described, or a few key points explained in depth. All sides of the case are considered and the answer is well-balanced, considering all viewpoints equally. The majority of points will be relevant and there will be a clear link to the situation in the question.</td>
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