

**BTEC
FIRST**

BTEC

Award

Sample Assessment Materials (SAMS)

TRAVEL AND TOURISM

From September 2019

Pearson BTEC Level 1/Level 2 First Award in Travel and Tourism

Issue 1

 **Pearson**

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The Department for Education (DfE) is currently considering this qualification for inclusion in performance tables in England.

These draft sample assessment materials show our proposed approach to the external assessments. During the DfE approval process, we may be asked to make changes to any aspect of the qualification including content, assessments or first teaching and assessment dates.

When the DfE gives final approval for inclusion in performance tables in England, we will:

- confirm first teaching date
- confirm the first external assessment date
- issue the final version of the sample assessment materials.

References to third-party material made in this specification are made in good faith, we do not endorse, approve or accept responsibility for the content of materials, which may be subject to change, or any opinions expressed therein. (Material may include textbooks, journals, magazines and other publications and websites.)

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Write your name here

Surname

Other names

Centre Number

Learner Registration Number

**Pearson BTEC
Level 1/Level 2
First Award**

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Travel and Tourism

Unit 1: The UK Travel and Tourism Sector

Sample Assessment Material

Time: 1 hour 15 minutes

Paper Reference

21474E

You do not need any other materials.

Total Marks

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 60.
- 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.

Turn over ►

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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? (1)

- 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? (1)

- 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.

UK regions	Tourism's contribution to each of the UK's regions (£ billions)	Percentage of each UK region's Gross Domestic Product (GDP) gained from tourism
England	96.7	8.6%
Scotland	11.1	10.4%
Wales	6.2	13.3%
Northern Ireland	1.5	4.9%

(Source: VisitBritain website, 2011)

- (i) In which UK region was tourism's contribution to GDP the highest? (1)
- A England
 - B Scotland
 - C Wales
 - D Northern Ireland

- (ii) What does Gross Domestic Product (GDP) mean? (1)

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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?

(1)

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(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.

(3)

1

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2

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3

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5

'VisitBritain' is a name used by the British Tourist Authority. The British Tourist Authority is a national tourism agency responsible to the Government.

(c) Outline **one** function of an organisation, such as VisitBritain, for **each** of the following headings:

(2)

Providing a service:

Regulation:

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

(1)

(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.

(4)

1

2

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.

(4)

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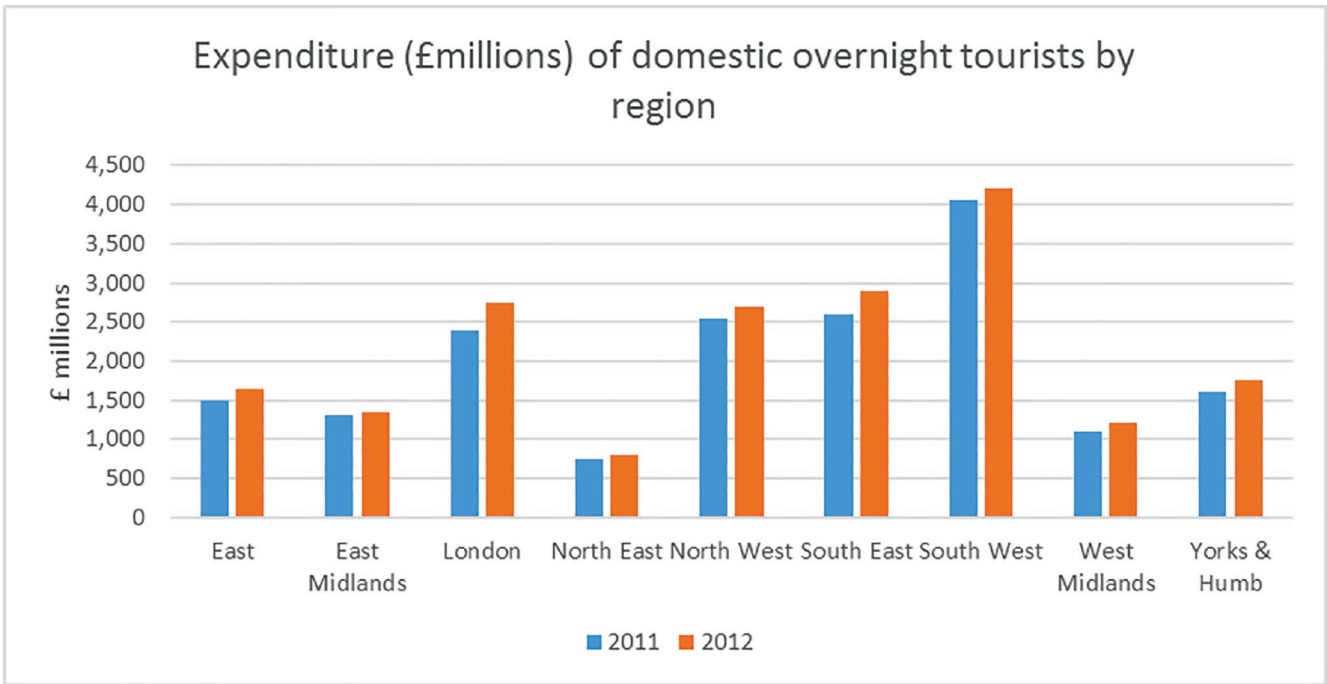
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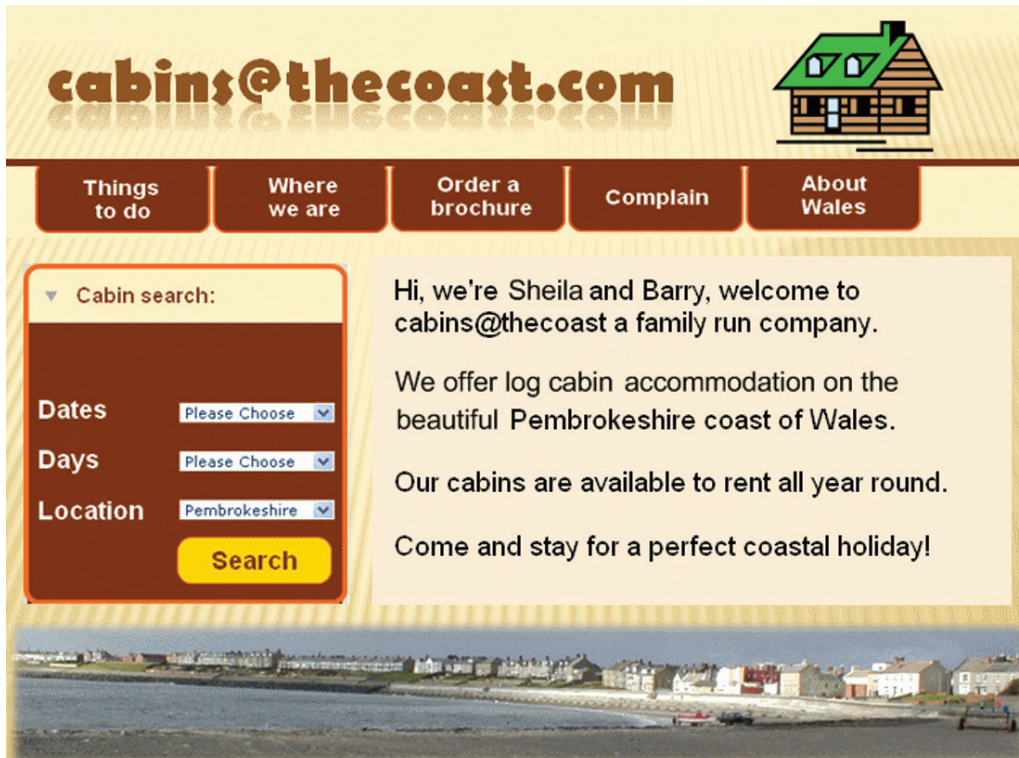
(f) Using the data, analyse the effect of the 2012 Olympic and Paralympic games in London on domestic tourism expenditure in the UK.

(6)

(Total for Question 2 = 21 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?

(1)

- A Concierge
- B Full service hotel
- C Holiday park
- D Conferences

(ii) cabins@thecoast is a private organisation. One of the functions of a private organisation is to maximise sales revenue.

Explain **two** ways that cabins@thecoast could maximise sales revenue.

(4)

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(iii) Another type of accommodation provider is a youth hostel.

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

(2)

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

(3)

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.

(2)

1

2

(Total for Question 3 = 12 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

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2

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

(2)

1

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2

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ABTA Ltd, the Association of British Travel Agents, is a not for 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)

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Organisations in the travel and tourism industry are sometimes part of a larger corporate group. The companies Ibis and Sofitel are both part of Accor, a large corporation based in France.

- (c) Explain the advantages and disadvantages of being part of a corporate group for organisations in the travel and tourism industry.

(6)

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(Total for Question 4 = 14 marks)

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.

(9)

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(Total for Question 5 = 9 marks)

TOTAL FOR PAPER = 60 MARKS

Question number	Answer	Mark
1(a)	C – A family from London visiting Disneyland Paris	(1)

Question Number	Answer	Mark
1(b)	B – Domestic tourism for visiting friends and relatives	(1)

Question Number	Answer	Mark
1(c)(i)	C – Wales	(1)

Question number	Answer	Mark
1(c)(ii)	Any one from the following: <ul style="list-style-type: none"> • The value of a country's economy (1) • A measure of all goods and services over a specific time (1) 	(1)

Question number	Answer	Mark
2(a)	Heritage Do not accept 'purpose-built'	(1)

Question number	Answer	Mark
2(b)	Any three from the following products and/or services: <ul style="list-style-type: none"> • Information/interpretation materials/publications (1) • Exhibits/interactive/interpretive displays (1) • Events/special events (1) • Talks, tours and guides (1) • Organised educational visits (1) 	3 x 1 (3)

Question number	Answer	Mark
2(c)	Provide a service such as: Any one from: <ul style="list-style-type: none"> • Search for accommodation (1) • Search for activities / events (1) Regulation: Any one from: <ul style="list-style-type: none"> • Ensure minimum standards e.g. health and safety (1) • Deal with complaints fairly (1) • Provide insurance (1) Accept any other appropriate answers that relate to similar organisations.	2 x 1 (2)

Question number	Answer	Mark
2(d)(i)	<p>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)</p> <p>Accept any other appropriate answer.</p>	(1)

Question number	Answer	Mark
2(d)(ii)	<p>Award 1 mark for each correct identification of a reasons that relate to tourism organisations plus a further mark for each correct justification/elaboration of that reason.</p> <ul style="list-style-type: none"> • Less pollution/waste (1) which would be attractive to potential customers/attract new customers (1) • Better relationship with local community (1) due to lower negative environmental impact of tourism (1) • Opportunity for growth/growth tourism area (1) by developing a new image which appeals to different customers (1) • Creates competitive edge (1) by offering something unique/ethical (1) • Reduces costs such as energy consumption/water bills (1) (for hotels, campsites etc) which could boost profits (1) <p>Do not accept one-word answers (such as 'jobs' or 'greener'), or general benefits that are not related specifically to tourism organisations e.g. 'environmentally friendly'.</p> <p style="text-align: right;">2 x 2</p>	(4)

Question number	Answer	Mark
2(e)	<p>Award 1 mark for each correct identification of a contribution to the UK economy, plus a further mark for each correct justification/elaboration of that contribution.</p> <ul style="list-style-type: none"> • Construction of the site/venues/infrastructure provides indirect employment (1) which creates economic growth through increased wages and spending (1) • Spending by visitors during the event (1) generates an economic multiplier effect/demand for goods and services increases (1) • Publicity/marketing/TV coverage raises UK profile (1) (raising GDP by) boosting incoming tourism over the longer term (1) • 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) <p style="text-align: right;">2 x 2</p>	<p style="text-align: center;">(4)</p>

Question number	Indicative content	Mark
2(f)	<ul style="list-style-type: none"> • Changes in expenditure in the two years have increased which could be attributed to the Olympics • In 2011 London was the fourth biggest area for expenditure in the UK but the increase in 2012 has seen it grow to become the third biggest area overtaking the North West • For London the change is greater than the other regions which can be seen as a direct result of hosting the Olympics • For London the change is greater than the other regions which can be seen as a direct result of hosting the Olympics • South West England is still the largest area despite the Olympics being based in London • The East Midlands has seen the least increase in expenditure and this may be due to not being part of the Olympics 	(6)

Level	Mark	Descriptor
	0	No rewardable material.
1	1–2	<ul style="list-style-type: none"> • Demonstrates isolated knowledge and understanding, there be major gaps or omissions • Breaks the situation down into component parts and a few of the points made will be relevant to the context in the question • Limited analysis which contains generic assertions rather than interrelationships or linkages
2	3–4	<ul style="list-style-type: none"> • Demonstrates some accurate knowledge and understanding, with few minor omissions/any gaps or omissions are minor • Breaks the situation down into component parts and some of the points made will be relevant to the context in the question • Displays a partially developed analysis which considers some interrelationships or linkages but not always sustained
3	5–6	<ul style="list-style-type: none"> • Demonstrates mostly accurate and thorough/detailed knowledge and understanding • Breaks the situation down into component parts and most of the points made will be relevant to the context in the question • Displays a well-developed and logical analysis which clearly considers interrelationships or linkages in a sustained manner

Question number	Answer	Mark
3 (a)(i)	C – Holiday Park	(1)

Question number	Answer	Mark
3 (a)(ii)	<p>Award 1 mark for each correct identification, plus a further mark for each correct justification/elaboration.</p> <ul style="list-style-type: none"> • Encourage Year round rental of cabins(1) by offering discounts to returning guests(1) • Provide extra services (1) such as tours of the local area (1) • Offer early booking discounts (1) to encourage more bookings (1) • Promotional offers (1) for themed events in the off season (1) 	(4)

Question number	Answer	Mark
3 (a)(iii)	<p>Any two from:</p> <ul style="list-style-type: none"> • Self-catering (1) • Meals (1) • Information and advice (1) • Social areas (1) <p>Accept any other appropriate answers.</p>	<p>2x1 (2)</p>

Question number	Answer	Mark
3(b)(i)	<p>Any one advantage from the following:</p> <ul style="list-style-type: none"> • 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) <p>Any two disadvantages from the following:</p> <ul style="list-style-type: none"> • 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) <p>Accept any other appropriate answers.</p> <p>Answers must relate to the holiday accommodation provider, not the consumer.</p> <p style="text-align: right;">3 x 1</p>	(3)

Question number	Answer	Mark
3(b)(ii)	<p>Change could be positive or negative for the passenger experience.</p> <p>Examples of technology need to relate to the passenger experience in airports (not radar, or better aircraft); also reject 'more shops' etc.</p> <p>Any one from:</p> <ul style="list-style-type: none"> • Body scanners/x-ray machines (1) • Enhanced passport technology (1) • E-ticket use at check in (1) • Self-service check in (1) <p>Do not accept answers that rely on internet use e.g. mobile check in/flight time apps or similar.</p> <p style="text-align: right;">2 x 1</p>	(2)

Question number	Answer	Mark
4(a)(i)	<p>Any two from:</p> <ul style="list-style-type: none"> • Flights (1) • Transfers (1) • Excursions (1) <p>Accept other products or services that could be part of a package.</p> <p>Do not accept accommodation.</p> <p style="text-align: right;">2 x 1</p>	(2)

Question number	Answer	Mark
4(a)(ii)	<p>Any two from the following:</p> <p>Travel agent:</p> <ul style="list-style-type: none"> • 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) <p style="text-align: right;">2x1</p>	(2)

Question number	Answer	Mark
4(b)	<p>Award 1 mark for each correctly identified benefit to consumers, plus a further mark for each correct justification/elaboration of that benefit.</p> <ul style="list-style-type: none"> • 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) so customers do not have to take legal action (1) • ABTA members are trusted more (1) so consumers may feel more confident handing their payment to an ABTA member (1) <p>Accept any other appropriate answers.</p>	(4)

Question number	Answer	Mark
4(c)	<p>Award one for identification of an advantage or disadvantage and one mark for extension/justification up to two marks each.</p> <p>Candidates may provide 1 advantage + 2 disadvantages OR 2 advantages + 1 disadvantage for full marks.</p> <p>Candidates must address both advantages and disadvantages for full marks</p> <p>Answers must relate to the organisations:</p> <p>Advantages:</p> <ul style="list-style-type: none"> • Access to shared resources (1) means that budgets/knowledge/systems are enhanced (1) • Joint marketing and promotion (1) allows opportunities for greater customer awareness • Improved customer care(1) due to better knowledge and experience (1) <p>Disadvantages:</p> <ul style="list-style-type: none"> • Perceived lack of product diversification (1) (too branded, holidays all the same, impersonal) which may impacts on customer choice/business drops (1) • Customer care suffers/perceptions decline (1) 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 (1) <p>Accept any other appropriate answers.</p>	(6)

Question number	Indicative content	Mark
5	<p>Answers should focus on positive and negative reasons for both package and independent holidays.</p> <p>Booking independently (advantages)</p> <ul style="list-style-type: none"> • Easier to do using the internet; Sunita and Pradesh can meet own requirements i.e. number of destinations/dates/times/transport/dietary requirements • Could be cheaper as the couple search for, and compare options • Can use ancillary organisations such as the post office for foreign currency/insurance, etc. <p>Booking independently (disadvantages)</p> <ul style="list-style-type: none"> • May not plan for all components, i.e transfer arrangements • Sunita and Pradesh are unlikely to make savings that may result from single source booking • Smaller providers may not have online presence • Independent booking may be riskier in terms of payment protection / insurance against company bankruptcy. <p>Package holiday (advantages)</p> <ul style="list-style-type: none"> • Sunita and Pradesh can arrange all components at once, which can result in cost discounts • The responsibility for arrangements lies with package company • Easier and quicker to book. <p>Package holiday (disadvantages)</p> <ul style="list-style-type: none"> • 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 Pradesh wish to visit • No opportunity to change plans during the holiday. 	(9)

Level	Mark	Descriptor
	0	No rewardable material.
1	1-3	<ul style="list-style-type: none"> • Demonstrates isolated elements of knowledge and understanding, there will be major gaps or omissions • Few of the points made will be relevant to the context in the question • Limited evaluation which contains generic assertions leading to a conclusion that is superficial or unsupported
2	4-6	<ul style="list-style-type: none"> • Demonstrates some accurate knowledge and understanding, with only minor gaps or omissions • Some of the points made will be relevant to the context in the question, but the link will not always be clear • Displays a partially developed evaluation which considers some different competing points, although not always in detail, leading to a conclusion which is partially supported
3	7-9	<ul style="list-style-type: none"> • Demonstrates mostly accurate and thorough/detailed knowledge and understanding • Most of the points made will be relevant to the context in the question, and there will be clear links • Displays a well-developed and logical evaluation which clearly considers different aspects and competing points in detail, leading to a conclusion that is fully supported

TRAVEL AND TOURISM

Sample Assessment Materials (SAMS)