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BTEC

Mark Scheme (Results)

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Pearson BTEC Level 3 Nationals in Travel and Tourism (20207K)

Unit 1: The World of Travel and Tourism

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Unit 1: The World of Travel and Tourism

General marking guidance

- All learners must receive the same treatment. Examiners must mark the first learner in exactly the same way as they mark the last.
- Mark grids should be applied positively. Learners must be rewarded for what they have shown they can do rather than be penalised for omissions.
- Examiners should mark according to the mark grid, not according to their perception of where the grade boundaries may lie.
- All marks on the mark grid should be used appropriately.
- All the marks on the mark grid are designed to be awarded. Examiners should always award full marks if deserved. Examiners should also be prepared to award zero marks, if the learner's response is not rewardable according to the mark grid.
- Where judgement is required, a mark grid will provide the principles by which marks will be awarded.
- When examiners are in doubt regarding the application of the mark grid to a learner's response, a senior examiner should be consulted.

Specific marking guidance

The mark grids have been designed to assess learners' work holistically.

Rows in the grids identify the assessment focus/outcome being targeted. When using a mark grid, the 'best fit' approach should be used.

- Examiners should first make a holistic judgement on which band most closely matches the learner's response and place it within that band. Learners will be placed in the band that best describes their answer.
- The mark awarded within the band will be decided based on the quality of the answer in response to the assessment focus/outcome and will be modified according to how securely all bullet points are displayed at that band.
- Marks will be awarded towards the top or bottom of that band depending on how they have evidenced each of the descriptor bullet points.

Question Number	Answer	Mark
1 (a)	Award **one** mark for each correct answer, up to a maximum of 2 marks. **Answers may include:** • Avanti West Coast • c2c • Caledonian Sleeper • Chiltern Railways • CrossCountry • East Midlands Railway • Elizabeth line • Eurostar • Gatwick Express • Grand Central • Great Northern • Great Western Railway (GWR) • Greater Anglia • Heathrow Express • Hull Trains • London North East Railway (LNER) • London Northwestern Railway • London Overground • Lumo • Merseyrail • Northern • Northern Ireland Railways/NI Railways/ Translink NI Railways • ScotRail • South Western Railway • Southeastern • Southern • Stansted Express • Thameslink • TransPennine Express • Transport for Wales Rail • West Midlands Railway • SpeedyTrack (as identified in the stimulus material as a UK rail operating company) **Accept any other appropriate answer**	(2)

Question Number	Answer	Mark
1 (b) (i)	Award **one** mark for correct answer. • 90%/90	(1)

Question Number	Answer	Mark
1 (b) (ii)	Award **one** mark for each given reason, up to a maximum total of **two** marks • Most households have a car/cars are more accessible (1) • It can be cheaper to travel by car/more expensive to travel by train (1) • Car travel is more convenient (1) • Cars can be more reliable/Trains can be delayed/Rail strikes (1) • Cars offer more flexibility (over time/route) /more freedom (1) • Cars offer choice of travel companion (1) • Cars can be quicker/faster (1) • Cars can be more comfortable/trains can be crowded/guaranteed a seat in a car ((1) • Car can take people directly to their desired destination (1) • Can take more luggage (1) **Accept any other appropriate answer**	(2)

Question Number	Answer	Mark
1 (c)	Award **one** mark for identification of the benefit and **one** mark for the expansion point, up to a maximum total of **two** marks • Could save passengers money/customers get lower prices (1) because passengers only need one ticket instead of multiple tickets which could be cheaper/they get rail and ferry travel for one price which could be cheaper than separate tickets/combined tickets are cheaper (1) • Passengers can make last-minute travel arrangements (1) because they don't need to book in advance (1) • The ticket is convenient (1) because passengers don't need to buy multiple tickets from different companies/passengers don't need to make plans too far in advance of their departure (1) • Passengers could save time/faster (1) because they don't have to buy tickets from multiple companies/make multiple transactions (1) • Less stressful for passengers (1) because everything is booked together instead of making multiple arrangements (1) • A more seamless journey (1) as the timings of trains will most likely be convenient for ferry sailing times (1) **Accept any other appropriate answer**	(2)

Question number	Indicative content
1(d)	**Marking instructions** Markers must apply the descriptors in line with the general marking guidance and the qualities outlined in the mark scheme as below. **Indicative content guidance** Answers will be credited according to the learner's demonstration of knowledge and understanding of the material, using the indicative content and levels descriptors below. The indicative content that follows is not prescriptive. Answers may cover some or all of the indicative content but should be rewarded for other relevant answers. **Responses may include:** **Technology for communication and promotion:** • eBrochures and websites • Blogs, virtual tours, video • Mailshots, popups, adverts • Email • Promotion via apps on mobile and digital devices, including social media **Advantages may include:** • Good accessibility by potential customers • Low-cost communication/promotion • Effective communication – one message can be sent to many people at the same time • Messages can be shared instantly • More sustainable than paper-based communications **Disadvantages may include:** • Glitches in technology can prevent communication/promotion messages from being received • Not every potential customer uses technology • Costs/time involved in keeping messages current/valid • Email messages may end up in spam/unreceived • Internet access required

Mark scheme (award up to 8 marks) refer to the guidance on the cover of this document for how to apply levels-based mark schemes*.		
Level	**Mark**	**Descriptor – Evaluate**
Level 0	0	No rewardable material.
Level 1	**1–3**	• 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.
Level 2	**4–6**	• 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.
Level 3	**7–8**	• 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.

Question number	Indicative content
1 (e)	**Marking instructions** Markers must apply the descriptors in line with the general marking guidance and the qualities outlined in the mark scheme as below. **Indicative content guidance** Answers will be credited according to the learner's demonstration of knowledge and understanding of the material, using the indicative content and levels descriptors below. The indicative content that follows is not prescriptive. Answers may cover some or all of the indicative content but should be rewarded for other relevant answers. **Relevant points may include:** **Advantages to *FerryCo* and its employees:** • Larger market share – being part of a larger organisation with a greater product range will increase its share of transport customers • Bigger customer database - combining both organisations' customer data bases will give *FerryCo* access to the details of more potential customers • Increased revenue as a result of larger customer database • Reduced marketing costs as marketing departments can be merged/joint marketing campaigns • Cost savings due to buying power/economies of scale • Potential pay increases **Disadvantages to *FerryCo* and its employees:** • Job losses for *FerryCo* as business operations, such as reservations, are handled by *SpeedyTrack* departments/employees • Loss of brand identity/potential rebranding • Increased customer complaints to handle as *SpeedyTrack* employees are not familiar with *FerryCo* operations/confusion as customers think they are booking with *FerryCo* but deal with *SpeedyTrack* employees. • Reduced employee retention as staff unhappy with the purchase of their employer • Less freedom eg over promotional campaigns and working practices

Mark scheme (award up to 10 marks) refer to the guidance on the cover of this document for how to apply levels-based mark schemes.		
Level	**Mark**	**Descriptor – Evaluate**
Level 0	0	No rewardable material.
Level 1	1–3	• 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
Level 2	4–7	• 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.
Level 3	8–10	• 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.

Question Number	Answer	Mark
2 (a)	Award **one** mark for the identification and/or **one** mark for the linked description, up to a maximum total of **two** marks • Travel agent/consultant (1) sells and advises on general holiday products and services (1) • Foreign exchange consultant (1) sells foreign currency to customers (1) • Cruise specialist (1) advises on and sells cruise holidays • Flight specialist (1) advises on and sells flights to customers • Manager (1) responsible for the day-to-day running of the travel agency (1) • Assistant manager (1) supports the manager in the day-to-day running of the travel agency (1) • Apprentice (1) works with experienced staff to learn travel agency skills and complete studies (1) **Accept any other appropriate answer**	(2)

Question Number	Answer	Mark
2 (b)	Award **one** mark each benefit and **one** mark each linked explanation, up to a maximum total of **four** marks • Customers should get the products and services they are expecting (1) because ABTA members must advertise holiday products and services accurately (1) • Customers will be handled fairly (1) because ABTA members agree to follow a fair-trade charter (1) • Customers receive expert/professional advice (1) on travel, passports, visas, and country requirements/on what to do in the event of an emergency (1) • Customers can resolve disputes with their travel company without going to court (1) because ABTA offers an arbitration service (1) • Customers will be booking through a reputable company (1) because ABTA members adhere to high standards (1) • Customers should receive good/high quality/excellent customer service (1) as ABTA members follow a Code of Conduct (1) • Complaints should be resolved quickly (1) because the complaint handling process forms part of the Code of Conduct (1) • Customers have financial protection/will get full refunds/partial refunds/repatriation (1) because ABTA members must offer their customers financial protection in the event of company failure/travel company bankruptcy (1) **Accept any other appropriate answer**	(4)

Question number	Indicative content
2 (c)	**Marking instructions** Markers must apply the descriptors in line with the general marking guidance and the qualities outlined in the mark scheme as below. **Indicative content guidance** Answers will be credited according to the learner's demonstration of knowledge and understanding of the material, using the indicative content and levels descriptors below. The indicative content that follows is not prescriptive. Answers may cover some or all of the indicative content but should be rewarded for other relevant answers. **Relevant points may include:** Changing working patterns: • flexible working, working weekends, longer working hours, working from home, more part time contracts Responses: • *CorporTrav* will need to increase its opening hours/days so that it is available for clients at a time to suit them e.g. opening 7 days per week, with early opening and late closing time. • *CorporTrav* will need to employ more business travel consultants to cover the increased opening times – this will increase staffing costs • *CorporTrav* will need to introduce technology that will allow customers to book, and to some extent manage, their own bookings 24hr per day – this will involve additional costs for the installation and maintenance of the technology • *CorporTrav* will need to train their business travel consultants to make travel arrangements that originate from a wider range of departure points – many corporate employees work from home and therefore departure points will not always be major cities where head offices were traditionally based. • *CorporTrav* could outsource employment to other countries in different time zones so 24 hour cover can be maintained on customer service phones - outsourcing to other countries where pay is lower could make employment costs cheaper.

Mark scheme (award up to 8 marks) refer to the guidance on the cover of this document for how to apply levels-based mark schemes.		
Level	**Mark**	**Descriptor – Discuss**
Level 0	0	No rewardable material.
Level 1	**1–3**	• 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 discussion which contains generic assertions rather than considering different aspects and the relationship between them
Level 2	**4–6**	• 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 discussion which considers some different aspects and some consideration of how they interrelate, but not always in a sustained way.
Level 3	**7–8**	• Demonstrates mostly accurate and 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 discussion which clearly considers a range of different aspects and considers how they interrelate, in a sustained way.

Question number	Indicative content
2 (d)	**Marking instructions** Markers must apply the descriptors in line with the general marking guidance and the qualities outlined in the mark scheme as below. **Indicative content guidance** Answers will be credited according to the learner's demonstration of knowledge and understanding of the material, using the indicative content and levels descriptors below. The indicative content that follows is not prescriptive. Answers may cover some or all of the indicative content but should be rewarded for other relevant answers. **Relevant points may include:** **Positive impacts:** • The leisure travel market is larger than the business travel market (68% leisure 'v' 32% business in 2023) – accessing this market will possibly increase sales revenue from customers • Possibility of upselling and ancillary sales to leisure travel customers to generate further income • Selling leisure travel products/services will raise the profile of *CorporTrav* as more people book leisure travel than business travel • Increased commission generated from selling leisure travel products and services • Current employees should have transferrable skills **Negative impacts:** • Costs associated with staff leisure travel training and/or recruitment • Costs associated with implementing leisure travel software/technology • Unfamiliar territory – mistakes may be made causing customer complaints • Current employees not familiar with leisure travel customers and their needs/demands • It will take time to generate leisure travel customers • *CorporTrav* may need a high-street presence to be successful – increased rent for an appropriate location • Loss of business identity • Loss of corporate accounts – *CorporTrav* no longer seen as a corporate specialist. • Costs associated with market research, including promotion

Mark scheme (award up to 10 marks) refer to the guidance on the cover of this document for how to apply levels-based mark schemes.		
Level	**Mark**	**Descriptor – Assess**
Level 0	0	No rewardable material.
Level 1	1–3	• Demonstrates isolated knowledge and understanding of relevant information; there may be major gaps or omissions • Provides little evidence of application and links between relevant information. Assessment likely to consist of basic description of information. • Judgements on significance may be presented, but are likely to be generic assertions rather than supported by evidence • Meaning may be conveyed but in a non-specialist way; response lacks clarity and fails to provide an adequate answer to the question.
Level 2	4–7	• Demonstrates accurate knowledge and understanding of relevant information with a few omissions • Evidence of application demonstrating some linkages and interrelationships between factors leading to a judgement/judgements being made. • Assessment is presented leading to judgements on significance but some may be lacking support. • Demonstrates the use of logical reasoning, clarity, and appropriate sector-specific language.
Level 3	8–10	• Demonstrates accurate and thorough knowledge and understanding of relevant information; Any gaps or omissions are minor • Evidences thorough application containing linkages and interrelationships between factors leading to a judgement/judgements being made • Displays a well-developed and balanced assessment leading to rationalised judgements on significance. • Demonstrates the use of logical reasoning, clarity, and appropriate sector-specific language.

Question Number	Answer	Mark
3 (a)	Award **one** mark for identification of each aim, and **one** mark for each linked explanation, up to a maximum total of **four** marks. Responses may include: • Provide a service (educate, inform, entertain) (1) by providing details about art/by giving visitors an enjoyable day out/ by providing guided tours (1) • Use funding appropriately (1) by spending grants/income on improving the gallery (1) • Financially break-even (1) by generating sufficient revenue to cover running costs/make the organisation viable for the local council/government to maintain (1) • Maintain excellent levels of customer service (1) by providing an excellent training programmes for employees • Attract new customers (1) by introducing new exhibits/events/having free entry (1) • Retain existing customers/creating loyal customers/gain repeat customers (1) by introducing membership schemes (1) • Improve performance (1) by carrying out regular quality assurance monitoring (1) • Improve customer satisfaction (1) by reacting to the result of customer surveys/ feedback (1) • Improve image/reputation (1) by running advertising campaigns/improving customer feedback (1) **Accept any other appropriate answer**	(4)

Question Number	Answer	Mark
3 (b)	Award **one** mark for identification, and **one** mark for linked description, up to a maximum total of **two** marks. • Treasure trails (1) children are given an activity sheet identifying specific items in the gallery for them to find (1) • Art workshop held in the room used for private events (1) children can paint their own masterpieces (1) • Interactive displays (1) that are engaging and keep young children occupied will educate children (1) • A children's play area (1) children are entertained while their parents take a break from looking at the art/ with trained staff so that parents can look around the gallery while their children have fun (1) • Childrens menu in the café (1) will encourage families to stay longer (1) • Child friendly products sold in gift shop (1) such as jigsaws and books (1) **Accept any other appropriate answer**	(2)

Question number	Indicative content
3(c)	**Marking instructions** Markers must apply the descriptors in line with the general marking guidance and the qualities outlined in the mark scheme as below. **Indicative content guidance** Answers will be credited according to the learner's demonstration of knowledge and understanding of the material, using the indicative content and levels descriptors below. The indicative content that follows is not prescriptive. Answers may cover some or all of the indicative content but should be rewarded for other relevant answers. **Relevant points may include:** • Secondary spending in the gallery supports staff wages/wages will be spent in the local community on groceries and other goods/services • Businesses supplying the gallery eg suppliers for the cafe and gift shop are supported • Income/jobs generated at the origin of the visitor travelling to the exhibition – e.g. the travel agency making travel arrangements for the visitor to the exhibition/the local taxi firm taking the visitor to the train station/airport, the local train booking office where the visitor purchases their train ticket to get to the exhibition, the bank the visitor uses to pay for their trip to *SmART!* etc • Visitors to the exhibition may have taken travel insurance to protect their trip, increasing income for the insurance company • The foreign exchange bureau will make commission on currency exchanges made by visitors travelling to the exhibition from overseas • Visitors may stay overnight in accommodation near *SmART!,* generating increased income for accommodation providers • Visitors may use restaurants and bars on their journey, generating income/temporary jobs for the hospitality providers • Other attractions will generate income from visitors who are looking for additional entertainment to that of the exhibition • Increased demand for food/drink by visitors to the exhibition will lead to income for manufacturers such as farmers, and delivery companies • Additional temporary jobs may be created at *SmART!* – leading to these employees having money to spend on products and services in the local area

Mark scheme (award up to 8 marks) refer to the guidance on the cover of this document for how to apply levels-based mark schemes*.		
Level	**Mark**	**Descriptor – Analyse**
Level 0	0	No rewardable material.
Level 1	1–3	• Demonstrates isolated knowledge and understanding of relevant information; there may be major gaps or omissions. • Provides little evidence of application and links between relevant information; analysis likely to consist of basic description of information. • Meaning may be conveyed but in a non-specialist way; response lacks clarity and fails to provide an adequate answer to the question.
Level 2	4–6	• Demonstrates accurate knowledge and understanding of relevant information with a few omissions. • Evidence of application demonstrating some links and interrelationships between factors, leading to an analysis being presented. • Demonstrates the use of logical reasoning, clarity and appropriate sector-specific language.
Level 3	7–8	• Demonstrates accurate and thorough knowledge and understanding of relevant information; any gaps or omissions are minor. • Evidences thorough application, leading to a balanced analysis containing links and interrelationships between factors. • Logical reasoning evidenced throughout response, which is clear and uses appropriate sector-specific language consistently.

Question number	Indicative content
3 (d)	**Marking instructions** Markers must apply the descriptors in line with the general marking guidance and the qualities outlined in the mark scheme as below. **Indicative content guidance** Answers will be credited according to the learner's demonstration of knowledge and understanding of the material, using the indicative content and levels descriptors below. The indicative content that follows is not prescriptive. Answers may cover some or all of the indicative content but should be rewarded for other relevant answers. **Responses may include:** **Potential positive impacts:** • Increased funding allocated to *SmART!* – invested to improve/expand facilities • Increased job opportunities – more funding for new roles within *SmART!* • Increased number of visitors from a wider geographical area as more disposable income is available for overnight stays • Increased revenue for *SmART!* as more disposable income leads to greater spending eg in the gift shop and cafe • Increased visitors from overseas, as economic growth may lead to inflation and a potentially weaker British pound. **Potential negative impacts:** • *SmART! m*ay have difficulty finding/retaining quality employees due to a competitive job market • *SmART!* may receive fewer domestic visitors as economic growth can lead to an increase in outbound travel • *SmART!* may have a higher wage bill, as economic growth can lead to a rise in wages/higher pay • *SmART!* may have to pay more to its suppliers as economic growth can lead to price increases caused by higher demand exceeding supply/inflation • *SmART!* may experience a reduction in visitors as people can afford to pay entry fees to visit private sector competitors • When GDP grows, it can lead to higher demand and/or reduced supply, causing inflation – potentially leading to increased operating costs for *SmART!*

Mark scheme (award up to 12 marks) refer to the guidance on the cover of this document for how to apply levels-based mark schemes*.		
Level	**Mark**	**Descriptor – Evaluate**
Level 0	0	No rewardable material.
Level 1	1–3	• Demonstrates isolated knowledge and understanding of relevant information; there may be major gaps or omissions. • Provides little evidence of application and links between relevant information; evaluation likely to consist of basic description of information. • Conclusions may be presented but are likely to be generic assertions rather than supported by evidence. • Meaning may be conveyed but in a non-specialist way; response lacks clarity and fails to provide an adequate answer to the question.
Level 2	4–6	• Demonstrates accurate knowledge and understanding of relevant information, with a few omissions. • Evidence of application, demonstrating some links and interrelationships between factors, leading to a judgement/judgements being made. • Evaluation is presented leading to conclusions but some may be lacking support. • Demonstrates the use of logical reasoning, clarity and appropriate sector-specific language.
Level 3	7–9	• Demonstrates accurate knowledge and understanding of relevant information, with a few minor omissions. • Evidence of application demonstrating links and interrelationships between factors, leading to a supported judgement/judgements being made. • Displays a balanced evaluation demonstrating an awareness of competing arguments, leading to conclusions. • Demonstrates the use of logical reasoning, clarity and appropriate sector-specific language.
Level 4	10–12	• Demonstrates accurate and thorough knowledge and understanding of relevant information; any gaps or omissions are minor. • Evidences thorough application, leading to a balanced evaluation drawing on links and interrelationships between factors. • Displays a well-developed, balanced and coherent evaluation, demonstrating a thorough grasp of competing arguments, leading to supported conclusions. • Logical reasoning evidenced throughout response, which is clear and uses sector-specific language consistently and fluently.

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