Examiners' Report
Lead Examiner Feedback

January 2024

Pearson BTEC Nationals
In Travel and Tourism (20207K)
Unit 1: The World of Travel and Tourism

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Grade Boundaries

What is a grade boundary?

A grade boundary is where we set the level of achievement required to obtain a certain grade for the externally assessed unit. We set grade boundaries for each grade, at Distinction, Merit and Pass.

Setting grade boundaries

When we set grade boundaries, we look at the performance of every learner who took the external assessment. When we can see the full picture of performance, our experts are then able to decide where best to place the grade boundaries – this means that they decide what the lowest possible mark is for a particular grade.

When our experts set the grade boundaries, they make sure that learners receive grades which reflect their ability. Awarding grade boundaries is conducted to ensure learners achieve the grade they deserve to achieve, irrespective of variation in the external assessment.

Variations in external assessments

Each external assessment we set asks different questions and may assess different parts of the unit content outlined in the specification. It would be unfair to learners if we set the same grade boundaries for each assessment, because then it would not take accessibility into account.

Grade boundaries for this, and all other papers, are on the website via this link

Introduction

This Lead Examiner Feedback is to be considered alongside the live external assessment and corresponding mark scheme.

Unit 1: The World of Travel and Tourism explores key components of the travel and tourism industry, the scale of the industry and uses data to analyse key trends and their impacts.

This is the sixth available external examination series for this unit, with approximately 3263 learners sitting the paper.

Introduction to the Overall Performance of the Unit

Relevant unit specific knowledge was demonstrated by many learners however limited understanding, or unfamiliarity with the unit content and industry terminology, was evident in some responses to questions.

Some learners used extra paper to complete a response. It is good practice to write 'continued on extra paper' on the answer book to signpost this.

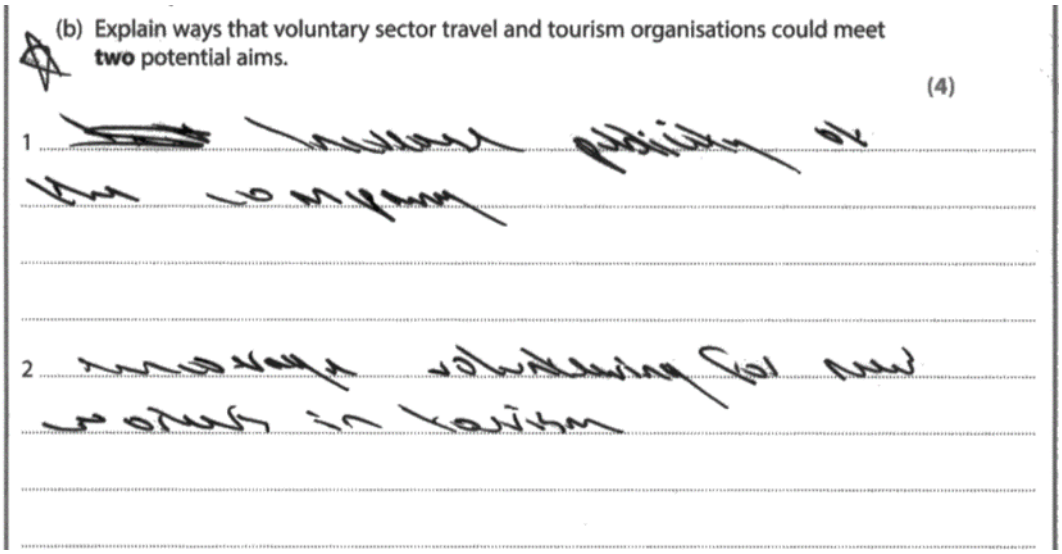
Learners engaged very well with the paper, with very few blank responses seen.

The paper successfully discriminated across all ability levels. The open extended response questions (Q1d, Q1e, Q2c, Q2d, Q3c and Q3d) were particularly good indicators of a learner's ability to demonstrate both the application of unit specific knowledge, and competency in producing a discussion, assessment or evaluation.

Some very well-structured responses were seen. Conclusions were often included in all open extended responses however a conclusion is only required for questions using the command word 'evaluate'.

There were occasions when a learner's writing was extremely difficult to read, and whilst examiners do make every effort to understand a response, marks could be lost due to illegibility.
Use of a pale coloured ink or a felt-tip pen could contribute to difficulties in reading responses. Learners should complete their answers using a black biro.

This is an example of handwriting that proved problematic for examiners:



(b) Explain ways that voluntary sector travel and tourism organisations could meet **two** potential aims.

(4)

1

2

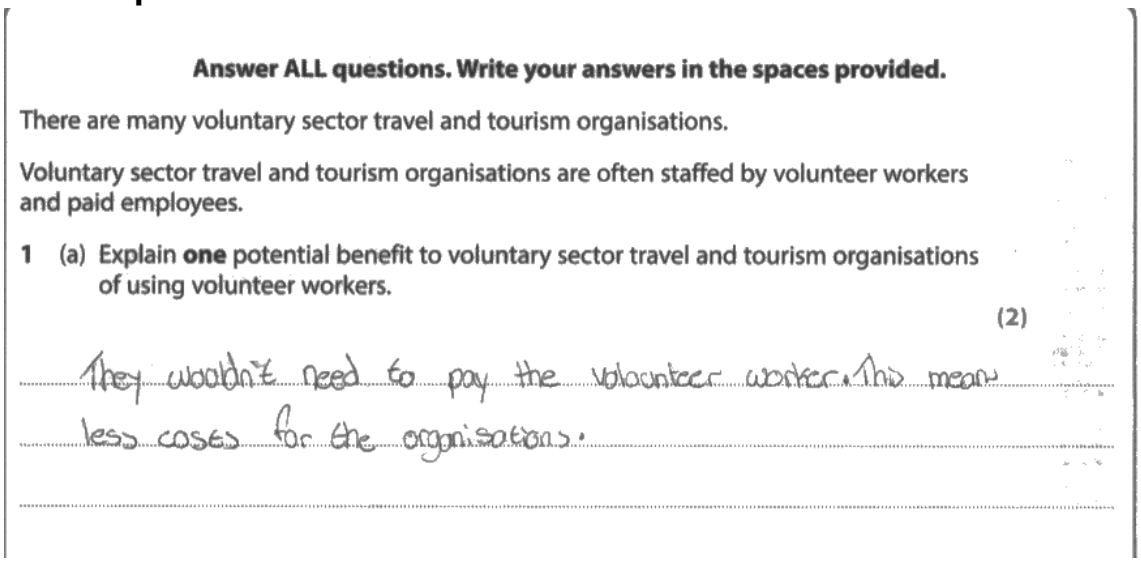
Individual Questions

Q1a

Learners were asked to explain one potential benefit to voluntary sector travel and tourism organisations of using volunteer workers.

Most learners were able to score 1 mark for identifying an appropriate benefit, with 'cost saving for the organisation' being a popular response. Many learners did not provide an appropriate linked explanation.

This response was awarded 2 marks:



Answer ALL questions. Write your answers in the spaces provided.

There are many voluntary sector travel and tourism organisations.

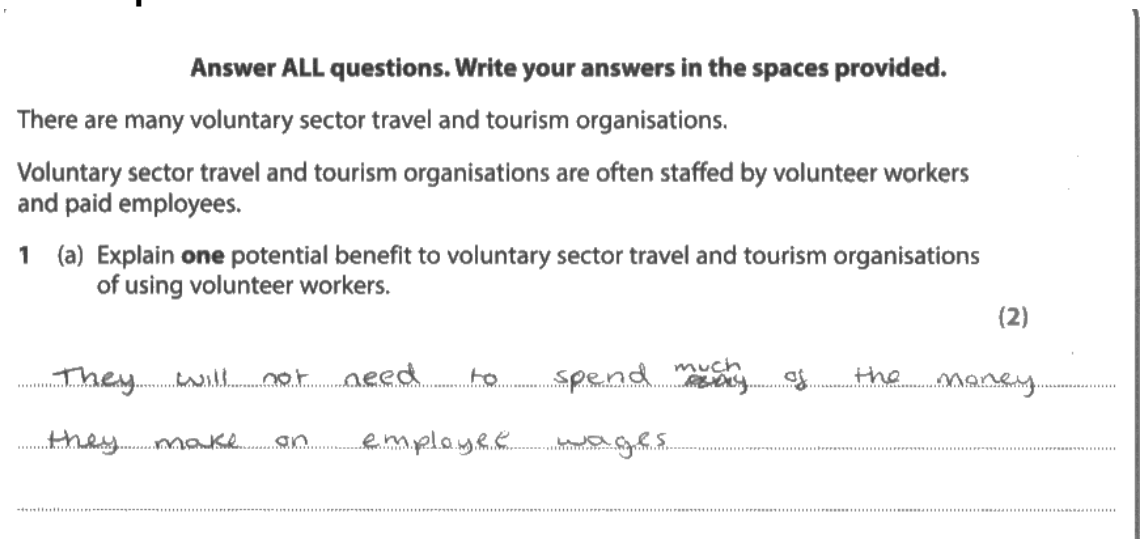
Voluntary sector travel and tourism organisations are often staffed by volunteer workers and paid employees.

1 (a) Explain **one** potential benefit to voluntary sector travel and tourism organisations of using volunteer workers.

(2)

They wouldn't need to pay the volunteer worker. This mean less coses for the organisations.

This response was awarded 1 mark:



Answer ALL questions. Write your answers in the spaces provided.

There are many voluntary sector travel and tourism organisations.

Voluntary sector travel and tourism organisations are often staffed by volunteer workers and paid employees.

1 (a) Explain **one** potential benefit to voluntary sector travel and tourism organisations of using volunteer workers.

(2)

They will not need to spend ~~easy~~ much of the money they make on employee wages

Q1b

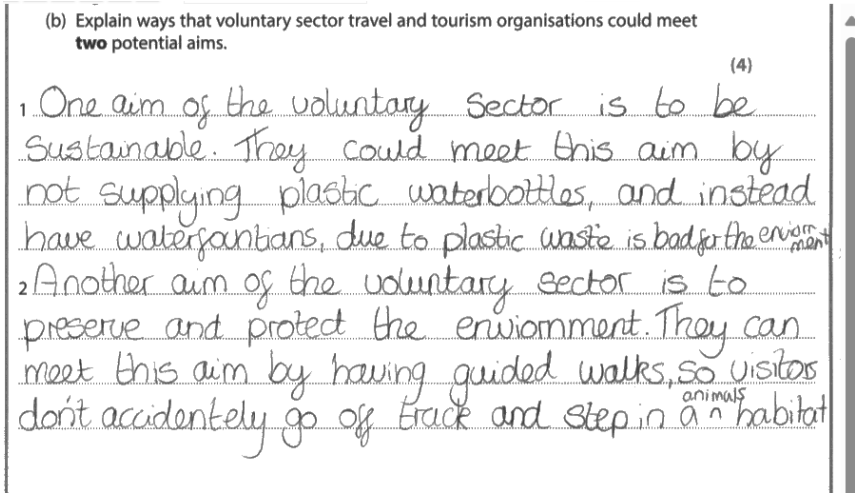
Learners were asked to explain ways that voluntary sector travel and tourism organisations could meet two potential aims. Learners were awarded 1 mark for each aim that was correctly identified, and a further mark for each linked explanation.

Learners found this to be a difficult question, often incorrectly providing 'private sector' aims such as 'they aim to make a profit', or providing the 'roles' of voluntary organisations.

Most learners identified general voluntary sector aims, with little or no link made to travel and tourism organisations.

Learners found it challenging to provide linked explanations for each identified aim.

This response was awarded 4 marks:



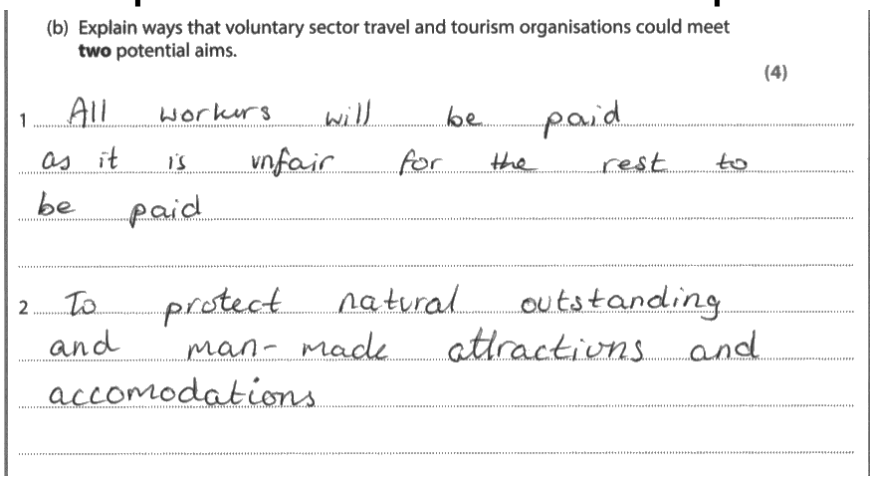
(b) Explain ways that voluntary sector travel and tourism organisations could meet **two** potential aims.

(4)

1 One aim of the voluntary sector is to be sustainable. They could meet this aim by not supplying plastic waterbottles, and instead have watersfantians, due to plastic waste is bad for the enviornment

2 Another aim of the voluntary sector is to preserve and protect the enviornment. They can meet this aim by having guided walks, so visitors don't accidentely go off track and step in a animals habitat

This response was awarded 1 mark for 'To protect':



(b) Explain ways that voluntary sector travel and tourism organisations could meet **two** potential aims.

(4)

1 All workers will be paid as it is unfair for the rest to be paid

2 To protect natural outstanding and man-made attractions and accomodations

Q1c

Learners were asked to explain two roles of visitor attractions. Learners were awarded 1 mark for each role that was correctly identified, and a further mark for each linked explanation.
Learners found this to be a very difficult question, often incorrectly identifying business aims, or travel and tourism job roles.
Learners found it challenging to provide linked explanations for each identified role.

This response was awarded 4 marks:

There are many different types of public, private and voluntary sector visitor attractions.

(c) Explain **two** roles of visitor attractions.

(4)

1 to entertain their visitors, they can do this by hosting events there or making sure theres activities for people to do.

2 to educate their visitors, they can do this by having information booklets about the attraction and information boards around.

This response was awarded 1 mark for 'make the visitors feel entertained':

There are many different types of public, private and voluntary sector visitor attractions.

(c) Explain **two** roles of visitor attractions.

(4)

1 They should make the visitors feel entertained so that they have a good review on the visitor attraction.

2 Health and safety is important for visitor attractions as they should be prepared for any situation whether it is mobility access or fire exits.

Q1d

Learners were asked to discuss potential funding options for KatmanZoo!.

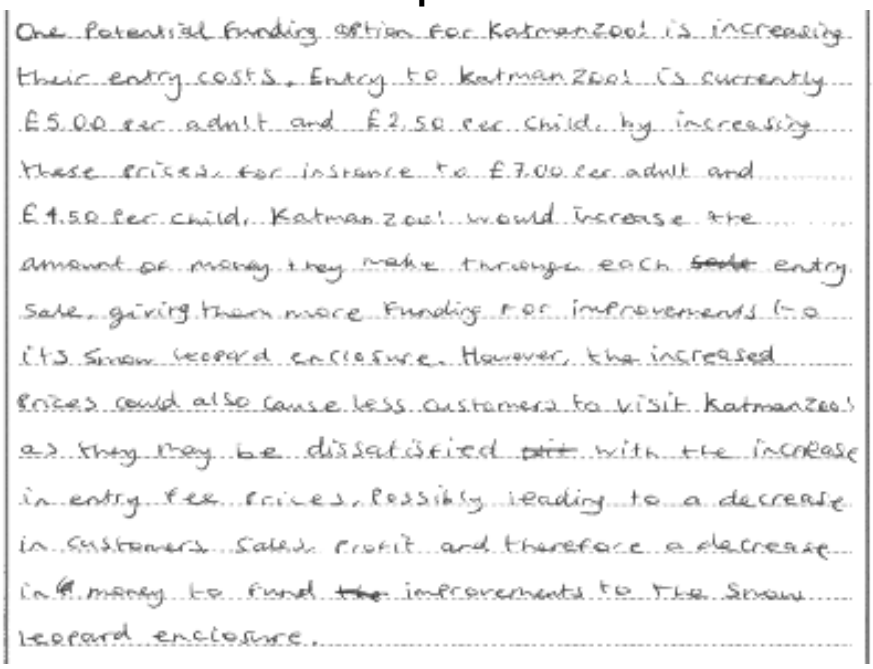
Learners engaged very well with this question, with many scoring 5 marks and above.

Learners scoring low marks, tended to 'identify' potential funding options, and produced limited discussion.

Most learners attempted to provide a detailed response to this question and discussed a range of funding options.

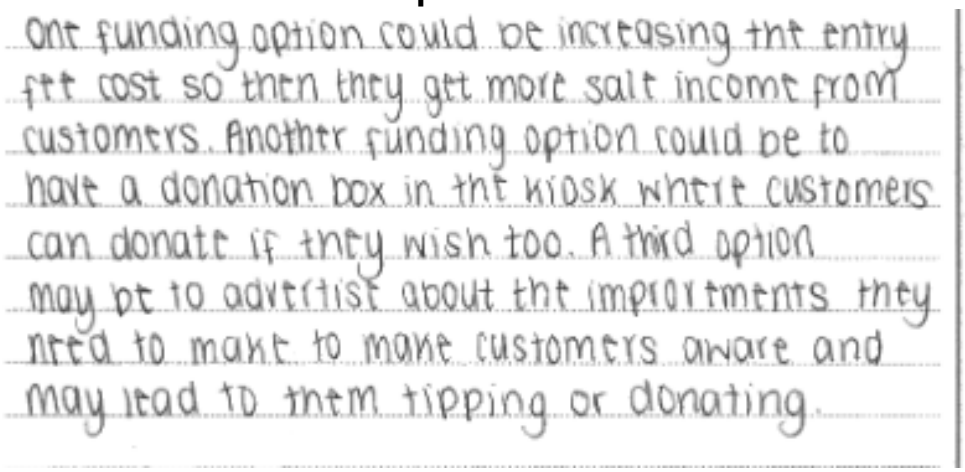
Learners scoring high marks presented a well-developed and logical discussion which clearly considered a range of different funding options and considered how they interrelate, in a sustained way.

This is an extract of a response awarded 8 marks:



One potential funding option for KatmanZoo! is increasing their entry costs. Entry to KatmanZoo! is currently £5.00 per adult and £2.50 per child. by increasing these prices, for instance to £7.00 per adult and £4.50 per child, KatmanZoo! would increase the amount of money they make through each ~~sale~~ entry sale, giving them more funding for improvements (to it's Snow leopard enclosure. However, the increased prices could also cause less customers to visit KatmanZoo! as they may be dissatisfied ~~with~~ with the increase in entry fee prices, possibly leading to a decrease in customers, sales, profit and therefore a decrease in money to fund ~~the~~ improvements to the Snow leopard enclosure.

This is an extract of a response awarded 3 marks:



One funding option could be increasing the entry fee cost so then they get more sale income from customers. Another funding option could be to have a donation box in the kiosk where customers can donate if they wish too. A third option may be to advertise about the improvements they need to make to make customers aware and may lead to them tipping or donating.

Q1e

Learners were asked to evaluate the potential impacts on KatmanZoo! of investing in the technology, as detailed in the scenario.

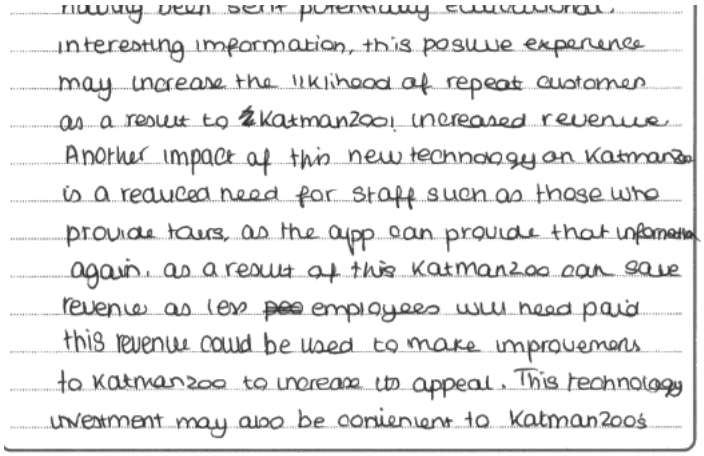
Learners engaged well with this question, with many scoring 4 marks and above.

Learners scoring low marks, tended to 'identify' potential impacts, and provided limited evaluation.

Most learners attempted to provide a detailed response to this question, and evaluated a range of potential impacts. Learners did however often evaluate impacts on customers, rather than on the organisation.

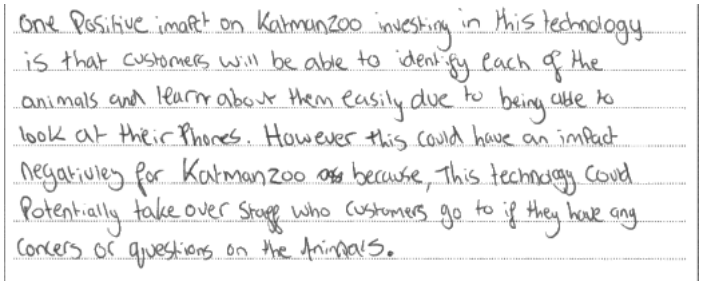
Learners scoring high marks presented a well-developed and logical evaluation which clearly considered different aspects and competing points in detail, leading to a conclusion that was fully supported.

This is an extract of a response awarded 8 marks:



interesting information, this positive experience may increase the likelihood of repeat customers as a result to Katmanzoo, increased revenue. Another impact of this new technology on Katmanzoo is a reduced need for staff such as those who provide tours, as the app can provide that information again, as a result of this Katmanzoo can save revenue as less employees will need paid this revenue could be used to make improvements to Katmanzoo to increase its appeal. This technology investment may also be convienient to Katmanzoos

This is an extract of a response awarded 2 marks:



One Positive impact on Katmanzoo investing in this technology is that customers will be able to identify each of the animals and learn about them easily due to being able to look at their Phones. However this could have an impact negatively for Katmanzoo as because, This technology could Potentially take over Staff who customers go to if they have any concers or questions on the animals.

Q2a

Learners were asked to give two possible channels of distribution for CittàBreaks.

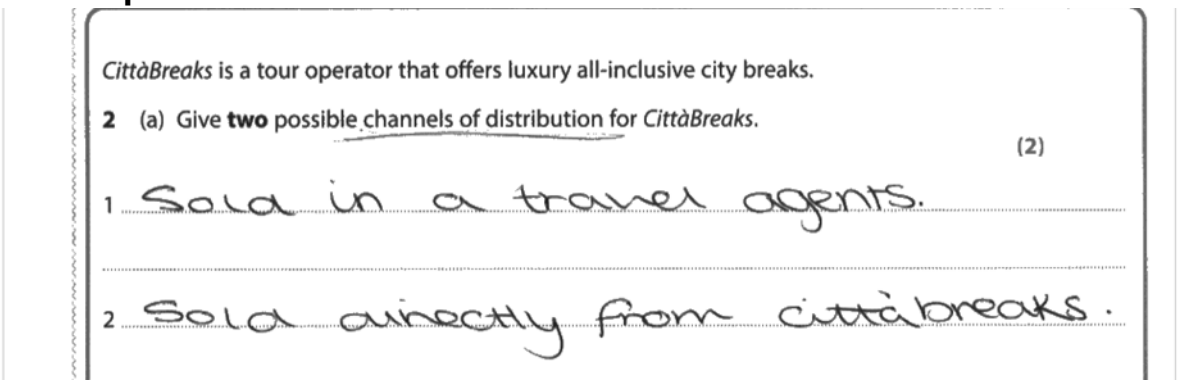
Many learners found this question very difficult and were not awarded a mark.

The expectation was for learners to give two different distribution channels as stated in the unit content; 'direct to customer' and 'through an intermediary company'. Examples of a direct channel and an intermediary company relevant to the given scenario were also accepted eg 'through CittàBreaks own website' (direct) and 'through a travel agency' (intermediary).

Many responses were inaccurate or too vague to be credited. For example, a common response was 'websites', with no clarification of the type of organisation the website would belong to.

A lot of responses demonstrated no understanding of the term 'channel of distribution', apparently confusing this with 'methods of transportation'.

This response was awarded 2 marks:



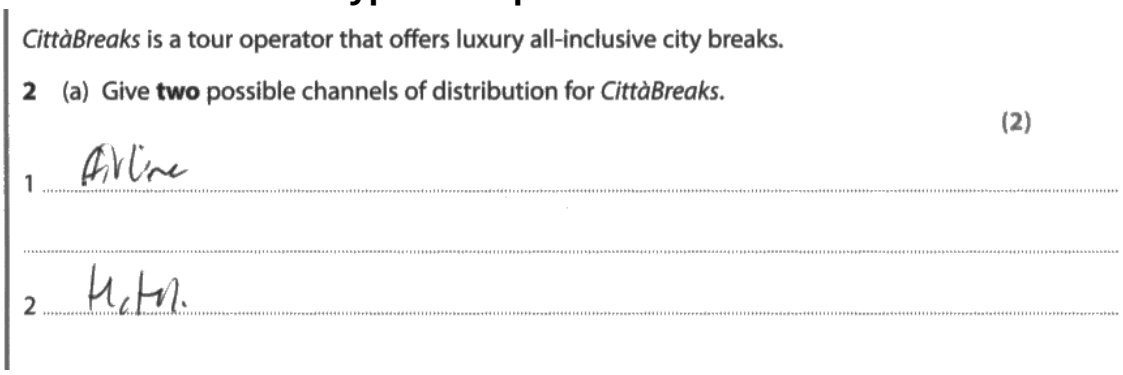
CittàBreaks is a tour operator that offers luxury all-inclusive city breaks.

2 (a) Give **two** possible channels of distribution for *CittàBreaks*. **(2)**

1 Sold in a travel agents.

2 Sold directly from cittàbreaks.

This was a common type of response awarded 0 marks:



CittàBreaks is a tour operator that offers luxury all-inclusive city breaks.

2 (a) Give **two** possible channels of distribution for *CittàBreaks*. **(2)**

1 Airline

2 H.M.

Q2b

Learners were asked to explain the term 'economic leakage'.

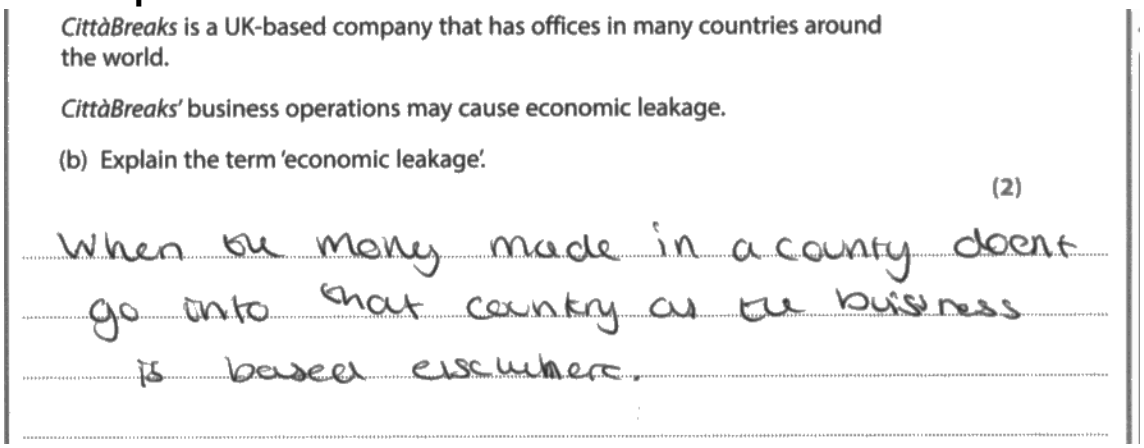
Many learners found this question very difficult and were not awarded a mark.

The expectation was for learners to explain the term defined in the specification 'tourist income that comes into a country but is not retained by that country'.

Many responses were inaccurate or too vague to be credited.

A lot of responses demonstrated no understanding of the term 'economic leakage'.

This response was awarded 2 marks:



CittàBreaks is a UK-based company that has offices in many countries around the world.

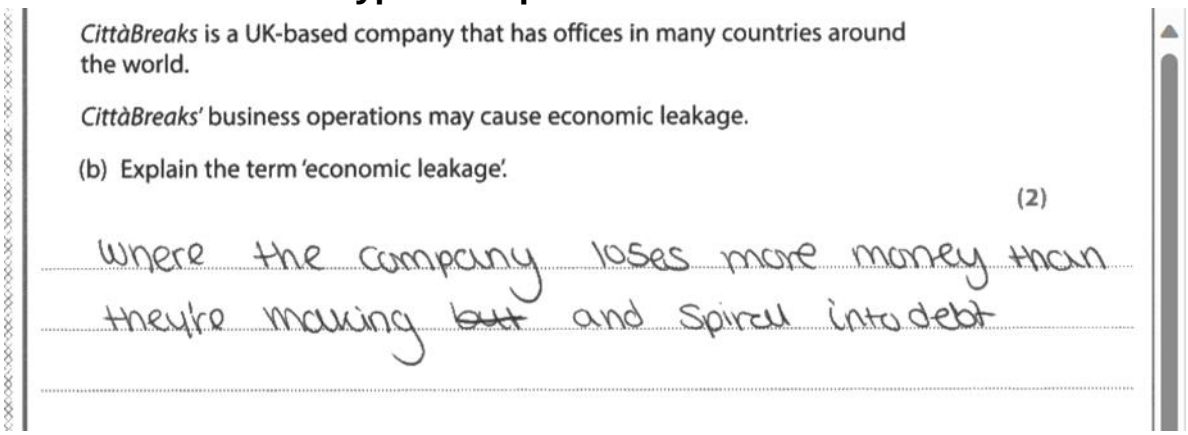
CittàBreaks' business operations may cause economic leakage.

(b) Explain the term 'economic leakage'.

(2)

When the money made in a county doesn't go into that country as the business is based elsewhere.

This was a common type of response awarded 0 marks:



CittàBreaks is a UK-based company that has offices in many countries around the world.

CittàBreaks' business operations may cause economic leakage.

(b) Explain the term 'economic leakage'.

(2)

Where the company loses more money than theyre making ~~but~~ and spiral into debt

Q2c

Learners were asked to discuss ways that a city break in a given scenario could be adapted to meet the needs of families with young children.

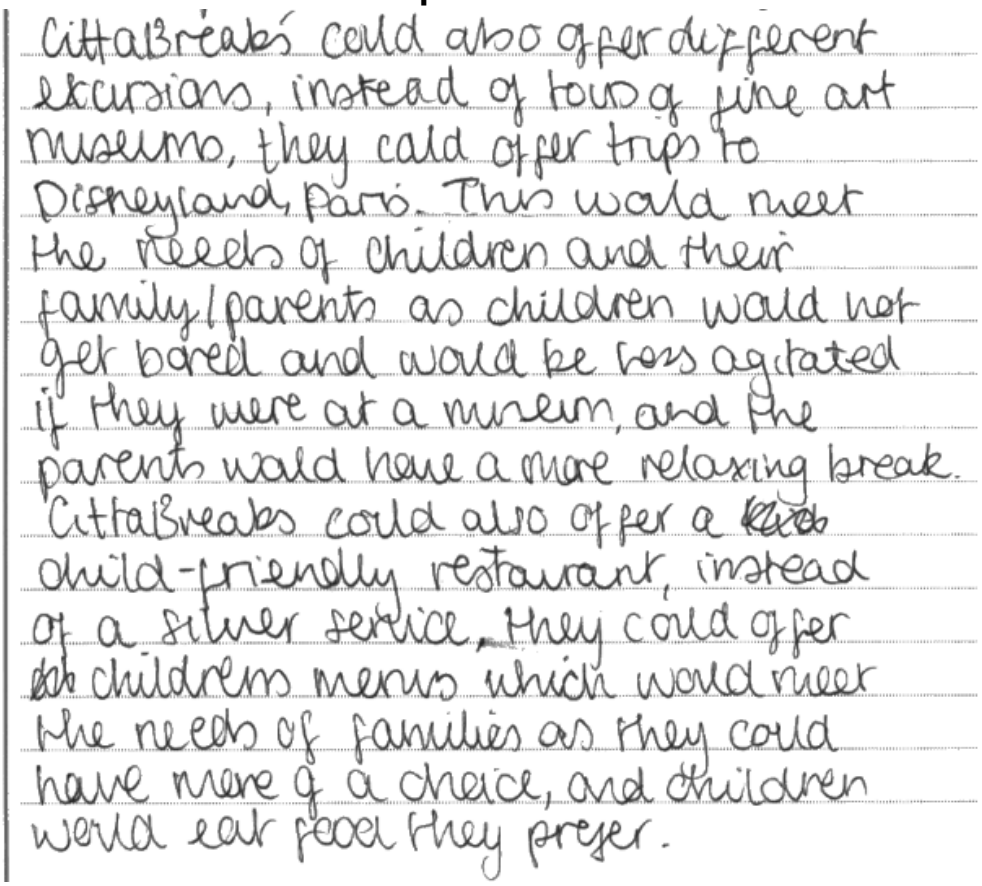
Learners engaged well with this question, with many scoring 5 marks and above.

Learners scoring low marks tended to suggest general holiday features suitable for families, but did not relate this to the scenario and how the city break could be 'adapted'.

Most learners attempted to provide a detailed response to this question and discussed a range of suitable adaptations.

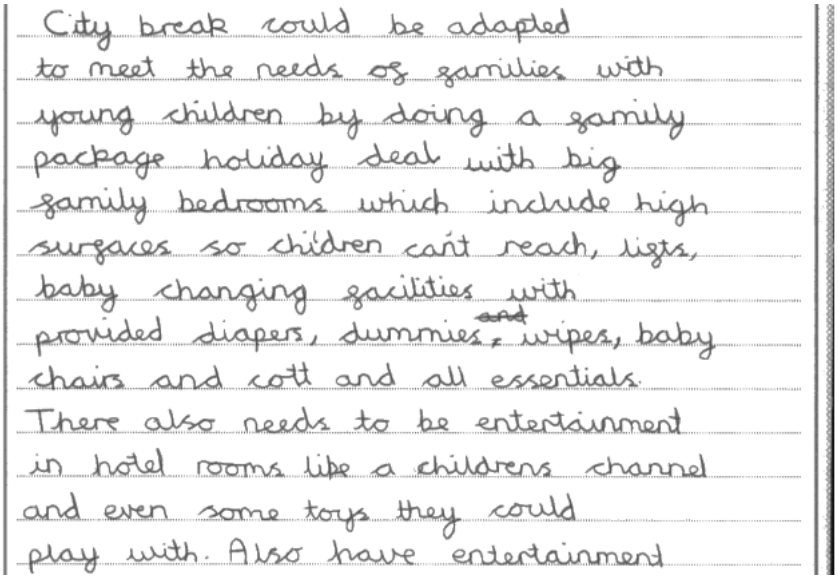
Learners scoring high marks presented a well-developed and logical discussion which clearly considered a range of different adaptations and how they interrelate, in a sustained way.

This is an extract of a response awarded 9 marks:



CittaBreaks could also offer different excursions, instead of tours of fine art museums, they cald offer trips to Disneyland, Paris. This wald meet the needs of children and their family/parents as children wald not get bored and wald be less agitated if they were at a museum, and the parents wald have a more relaxing break. CittaBreaks could also offer a ~~kids~~ child-friendly restaurant, instead of a silver service. They could offer ~~kids~~ childrens menus which wold meet the needs of families as they could have more of a choice, and children wold eat food they prefer.

This is an extract of a response awarded 3 marks:



City break could be adapted to meet the needs of families with young children by doing a family package holiday deal with big family bedrooms which include high surfaces so children can't reach, lights, baby changing facilities with provided diapers, dummies ~~and~~, wipes, baby chairs and cott and all essentials. There also needs to be entertainment in hotel rooms like a childrens channel and even some toys they could play with. Also have entertainment

Q2d

Learners were asked to assess ways that CittàBreaks could respond to a reduction in its customers' disposable income.

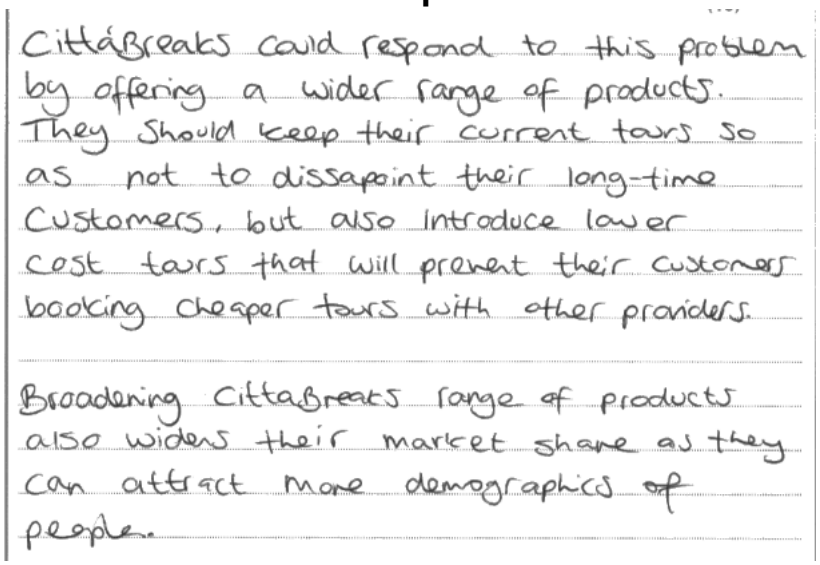
Learners engaged well with this question, with many scoring 4 marks and above.

Learners scoring low marks, tended to 'identify' different ways of responding, and provided limited assessment.

Most learners attempted to provide a detailed response to this question, and assessed a range of potential impacts.

Learners scoring high marks presented a well-developed and balanced assessment leading to rationalised judgements on significance.

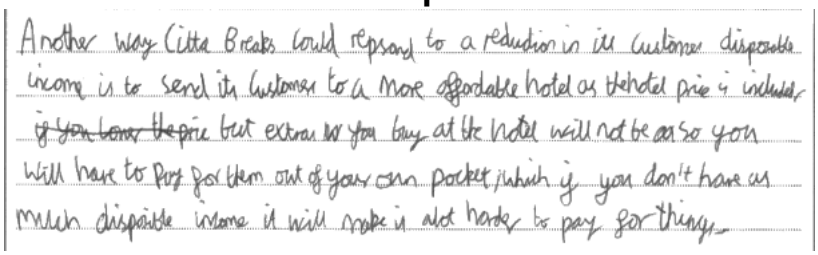
This is an extract of a response awarded 7 marks:



CittàBreaks could respond to this problem by offering a wider range of products. They should keep their current tours so as not to dissapoint their long-time customers, but also introduce lower cost tours that will prevent their customers booking cheaper tours with other providers.

Broadening CittaBreaks range of products also widens their market share as they can attract more demographics of people.

This is an extract of a response awarded 3 marks:



Another way Citta Breaks could repsond to a reduction in its customer disposable income is to send its customers to a more affordable hotel as the hotel price is included, if you lower the price but extras or you buy at the hotel will not be as so you will have to pay for them out of your own pocket which if you don't have as much disposible income it will make it alot harder to pay for things.

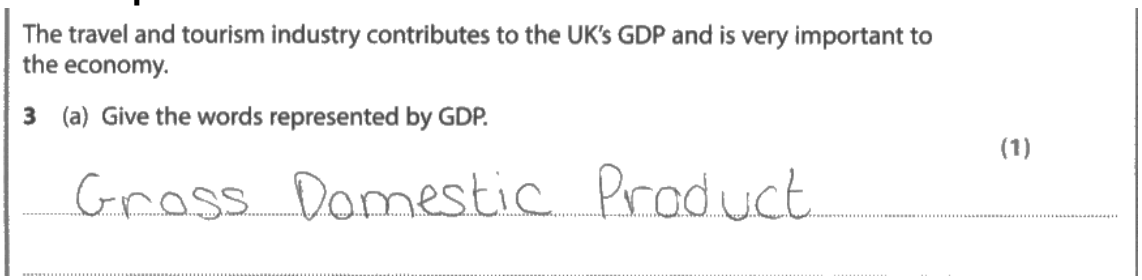
Q3a

Learners were asked to give the words represented by GDP.

Learners found this question moderately challenging however most scored 1 mark for providing the correct response.

Several responses incorrectly stated 'Gross Domestic Profit'.

This response was awarded 1 mark:



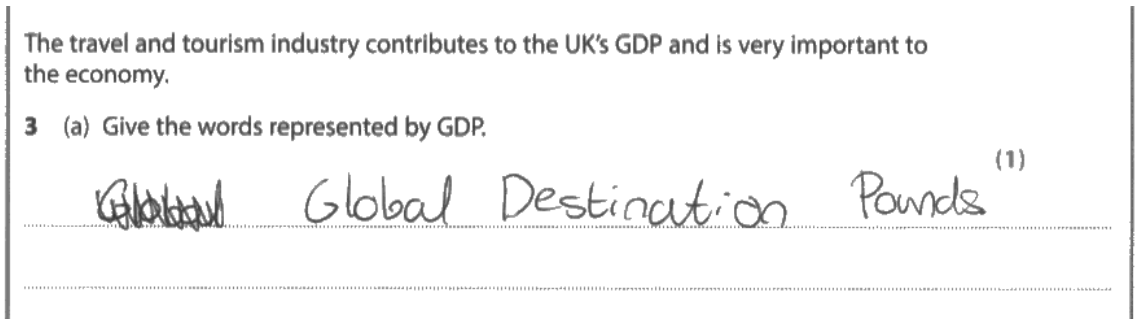
The travel and tourism industry contributes to the UK's GDP and is very important to the economy.

3 (a) Give the words represented by GDP.

(1)

Grass Domestic Product

This response was awarded 0 marks:



The travel and tourism industry contributes to the UK's GDP and is very important to the economy.

3 (a) Give the words represented by GDP.

(1)

Global Global Destination Pounds

Q3bi

Learners were asked to complete a data table by filling in a blank box to show the rank order of inbound tourism to the UK from Italy in 2021, based on the total number of visits.

Most learners scored 1 mark for the correct response of '7'.

The most common incorrect response observed was '6', as learners had inaccurately analysed the data and assumed the answer to follow on from the number '5' identified in the box above.

This response was awarded 1 mark:

Republic of Ireland	4	4	4	4	4	4
Spain	5	5	5	5	5	5
Italy	6	7	6	7	6	6
Netherlands	7	6	7	6	7	7

This response was awarded 0 marks:

Republic of Ireland	4	4	4	4	4	4
Spain	5	5	5	5	5	5
Italy	6	7	6	5	6	6
Netherlands	7	6	7	6	7	7

Q3bii

Learners were asked to identify the year when Germany was ranked number 2.

Nearly every learner correctly identified the answer as 2018.

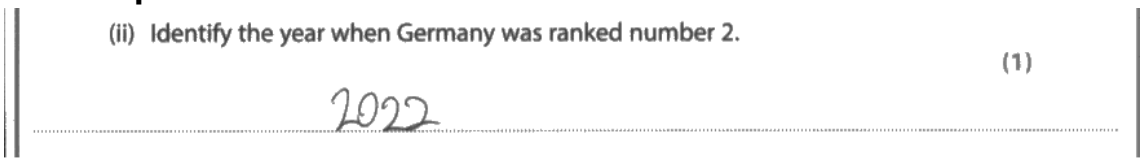
This response was awarded 1 mark:

(ii) Identify the year when Germany was ranked number 2.

(1)

2018

This response was awarded 0 marks:


(ii) Identify the year when Germany was ranked number 2.

(1)

2022

Q3biii

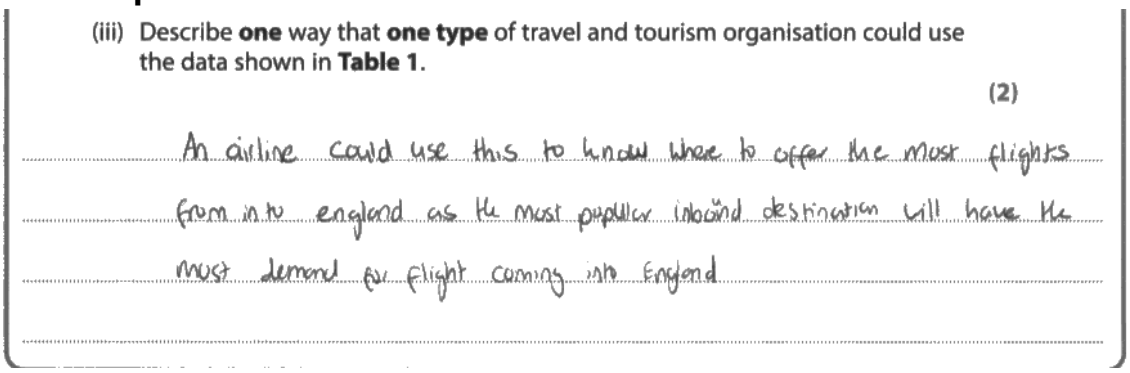
Learners were asked to describe one way that one type of travel and tourism organisation could use the data shown in the table.

Most learners found this question somewhat challenging.

Although many learners scored 1 mark for correctly identifying a travel and tourism organisation that could use the data, most were unable to provide an appropriate linked description.

Many learners provided an inaccurate response as no understanding was shown of 'inbound' tourism. For example, a common inaccurate response was 'Tour operators could use this data and make more package holidays to France and the USA as most tourists go there'.

This response was awarded 2 marks:

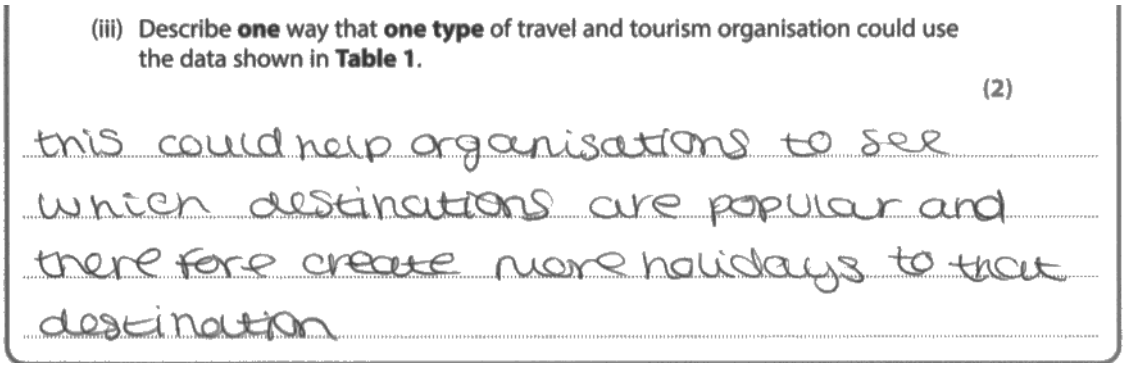


(iii) Describe **one** way that **one type** of travel and tourism organisation could use the data shown in **Table 1**.

(2)

An airline could use this to know where to offer the most flights from in to england as the most popular inbound destination will have the most demand for flight coming into England

This response was awarded 0 marks:



(iii) Describe **one** way that **one type** of travel and tourism organisation could use the data shown in **Table 1**.

(2)

this could help organisations to see which destinations are popular and therefore create more holidays to that destination

Q3c

Learners were asked to discuss the potential implications of not managing bad press, in respect of a given scenario.

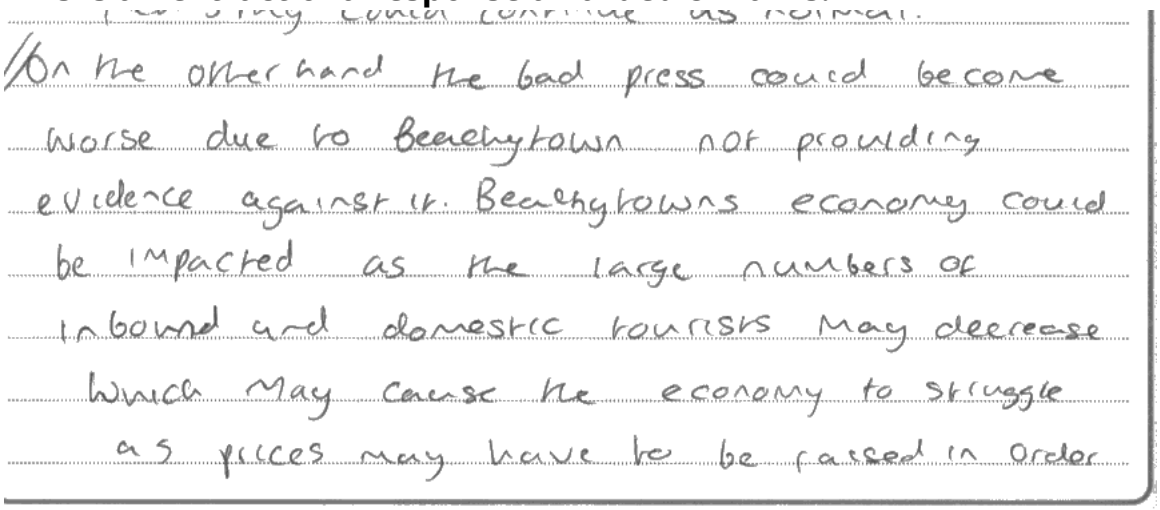
Overall, learners found this question reasonably challenging but the majority attempted to produce a detailed response.

Typically, learners scored a total of 4 marks for their response.

Learners were often able to correctly identify the implications of not managing bad press but were unable to discuss these points in a sustained way.

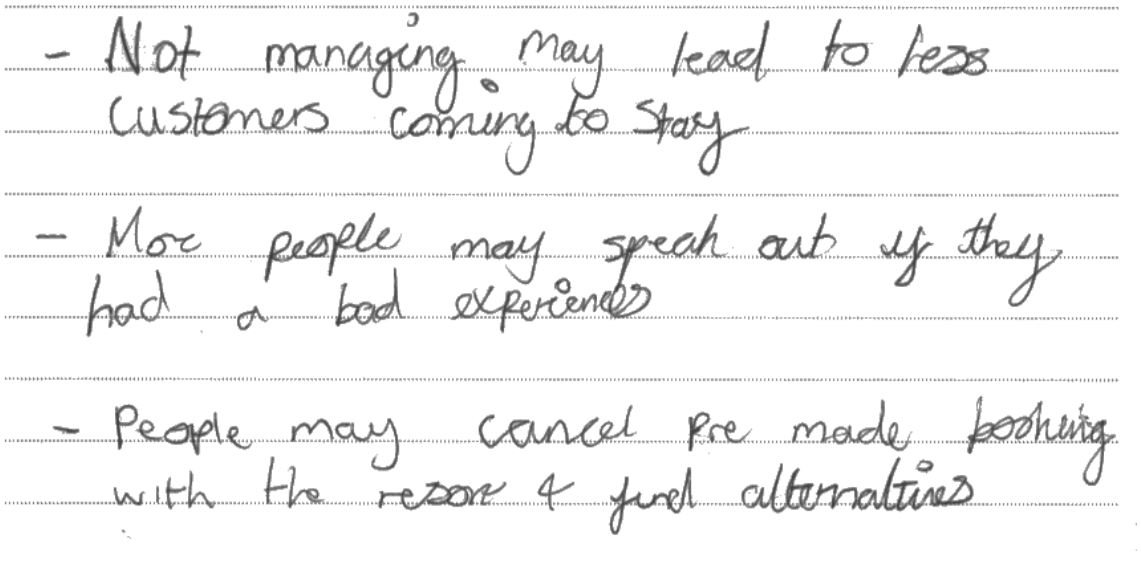
Where learners scored high marks, they displayed well-developed and logical discussions which clearly considered a range of different implications, in a sustained way.

This is an extract of a response awarded 8 marks:



On the other hand the bad press could become worse due to Beachytown not providing evidence against it. Beachytowns economy could be impacted as the large numbers of inbound and domestic tourists may decrease which may cause the economy to struggle as prices may have to be raised in order

This is an extract of a response awarded 3 marks:



- Not managing may lead to less customers coming to stay

- More people may speak out if they had a bad experience

- People may cancel pre made booking with the reason & find alternatives

Q3d

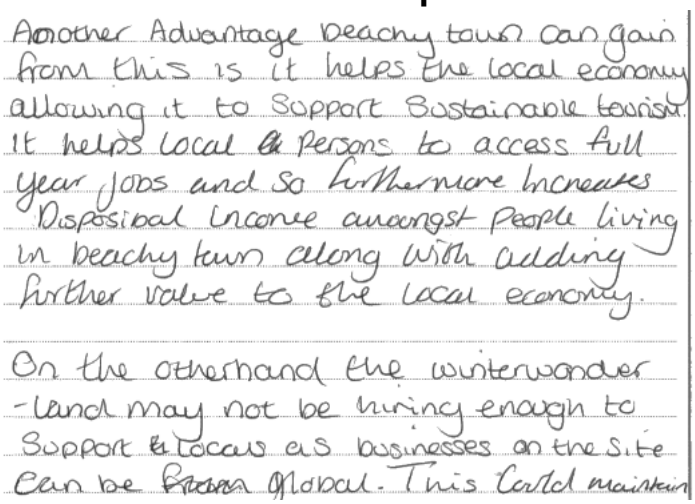
Learners were given a scenario and asked to evaluate a proposed 'Winter Wonderland' attraction for *Beachytown.*

Most learners engaged well with the question and typically scored Level 2 marks (4-6 marks).

Low marks were most commonly awarded to learners who had repeated the scenario and provided minimal evaluation or independent response. Learners often concentrated on increased visitor numbers, an extended season and more job opportunities. However, a number of responses demonstrated wider thinking, with reference made to the cost of ride maintenance in the summer season and the appeal to a wider demographic.

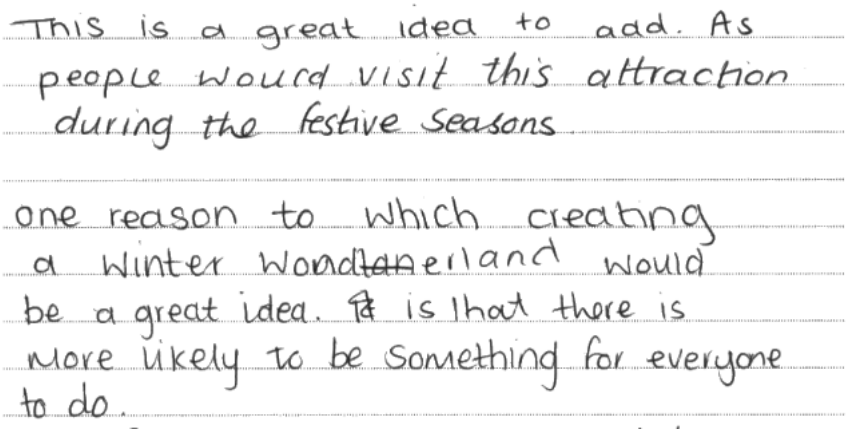
Where learners scored high marks, they displayed well-developed, balanced and coherent evaluation of the proposal, demonstrating a thorough grasp of competing arguments, leading to supported conclusions.

This is an extract of a response awarded 11 marks:


Another Advantage Beachy town can gain from this is it helps the local economy allowing it to support Sustainable tourism It helps local & Persons to access full year jobs and so furthermore increases Disposibal income amoongst people living in beachy town along with adding further value to the local economy.

On the otherhand the winterwonder -land may not be hiring enough to support & locas as businesses on the site can be [illegible] Global. This Could maintain

This is an extract of a response awarded 3 marks:


This is a great idea to add. As people would visit this attraction during the festive seasons.

one reason to which creating a Winter Wonderland would be a great idea. It is that there is more likely to be something for everyone to do.

Summary

General advice to learners

1. It is important to manage your time well. The paper has a total of 75 available marks and you have 1 hour 30 minutes to answer all of the questions. Most of the paper's marks come from the open extended response questions , so most of your time needs to be spent on these questions.
2. It is important to understand what is expected for each of the command words that could potentially be used in the paper. A list of command words that can be used in the external examination can be found in the essential content section of the Unit 1 specification.
Where the command word used in a question is 'evaluate', a conclusion is required, and both aspects of the scenario or issue need to be considered to access the higher marks.
3. The use of the word 'Implication' or 'impact' in a question is often interpreted as difficulties/problems, whereas there could be positive implications/effects/consequences too.
4. You should read the question and stem carefully before you attempt to produce your response.
5. You should learn the roles of major organisations in the travel and tourism industry, eg ABTA, AITO, CAA and ATOL, as understanding of any of these may be tested in either short answer questions or within an extended response question. N.B. FCO is now known as FCDO – Foreign, Commonwealth and Development Office
6. You should be able to give examples of key named organisations from the different sectors of the travel industry and make sure that the examples are correct.
7. Remember to apply all answers to travel and tourism organisations – do not give generic answers that could apply to any business – e.g. 'going bust', 'losing jobs' – you should be able to say what sector, and why.
8. This is a Level 3 paper, so responses such as 'more money' are very vague and non-specific. You need to refer to 'increased income/turnover/profit' and why proposed actions may lead to these outcomes.

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