Pearson
BTEC

Mark Scheme (Results)

June 2024

Pearson BTEC Level 3 Nationals in Travel and Tourism (20208K)

Unit 2: Global Destinations

Edexcel and BTEC Qualifications

Edexcel and BTEC qualifications come from Pearson, the world's leading learning company. We provide a wide range of qualifications including academic, vocational, occupational and specific programmes for employers. For further information visit our qualifications website at http://qualifications.pearson.com/en/home.html for our BTEC qualifications.

Alternatively, you can get in touch with us using the details on our contact us page at http://qualifications.pearson.com/en/contact-us.html

If you have any subject specific questions about this specification that require the help of a subject specialist, you can speak directly to the subject team at Pearson. Their contact details can be found on this link: http://qualifications.pearson.com/en/support/support-for-you/teachers.html

You can also use our online Ask the Expert service at https://www.edexcelonline.com

You will need an Edexcel Online username and password to access this service.

Pearson: helping people progress, everywhere

Our aim is to help everyone progress in their lives through education. We believe in every kind of learning, for all kinds of people, wherever they are in the world. We've been involved in education for over 150 years, and by working across 70 countries, in 100 languages, we have built an international reputation for our commitment to high standards and raising achievement through innovation in education. Find out more about how we can help you and your learners at: www.pearson.com/uk.

January 2024
Publications Code 20208K_2406_MS
All the material in this publication is copyright
© Pearson Education Ltd 2024

Unit 2: Global Destinations

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 and exemplification may be limited.
- 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.

Activity 1 - Appeal of global tourist destinations

1. Indicative Content
Learners should comment on the appeal of Abu Dhabi, UAE suitable for year-round business travel from the UK. **Key features that make Abu Dhabi suitable for business travel** • Location in centre of three continents means supports international business tourism activities • Five airports, Abu Dhabi International, Al Ain International Airport, Al Bateen Executive Airport, Sir Bani Yas Island Airport and Delma Island Airport, which includes options such as exclusive private jets airport (Al Bateen Executive Airport) • Daily direct UK flights from London and Manchester and flight is 7 hours from UK, although long haul destination flight time is reasonable compared to Asia/USA • Time difference is +4 GMT so not as great a difference as USA/Asia will support business tourists from UK as less jet lag/can communicate with offices/colleagues in the UK more easily. • Capital of the Emirates and also occupies a coastal location so makes pleasant for business trips, with options for leisure/team building activities outside business meetings e.g. water sports, beach activities, theme parks • Travelling around Abu Dhabi is straightforward and similar to all major worldwide cities/easy for business tourists who are limited on time – Taxis 24/7 via apps like Uber or traditional hailing on the roadside, rental cars, shuttle buses and public buses, cycle share via an app, walking via the main corniche is also an easy way to get around town, water taxi, e scooters, link buses are buses on demand via an app, many transport methods such as taxis have air conditioning. • Governments 10 year strategy includes a focus on making them a MICE (meetings, incentives, conferences, and exhibitions) hub, lots of infrastructure, recent launch 2023 of a new fund by the government to support business tourism events including incentives • Dress code is conservative as it's a Muslim country but this should not have a great impact on business tourism activities • Wide range of cuisine including traditional and western supports different tastes/business tourist needs • Offices, shopping malls, exhibition spaces have air conditioning to help make business activities more pleasant • Accommodation is of a high standard and offers options such as apartments, Airbnb as well as hotel rooms. The big six brands e.g. Marriott, Hilton, Hyatt etc. are present in the city and many have meeting rooms spaces and rooms with business facilities such as desks etc. • Range of dedicated conference centres around the city such as Yas Conference Centre and Abu Dhabi National Exhibition Centre • Attractions such as Sheikh Zayed Mosque, which is one of the largest mosques in world, theme parks such as Ferrari World, Eastern Mangrove National Park mean potential for interesting leisure activities to suit different tastes outside business activities.

- Safe destination -ranked as one of the safest destinations in the world, low risk of theft, low risk to women travellers. Although it is considered medium risk for terrorist threats.
- Visa on arrival free of charge is available, business tourist visa can be completed as an e visa and UK citizens can get this on arrival same as a tourist visa
- Low risk/history of natural disasters to disrupt business travel

Key features that give Abu Dhabi year-round business travel appeal

- Weather, high temperatures and sunshine hours all year, mean business activities will mainly be impacted by heat, but majority of indoor spaces and transport have air conditioning.
- Low rainfall means year-round travel is possible i.e. no rainy or hurricane seasons etc that are present in other destinations to disrupt business tourism activities.
- Flights operate all year round on a daily basis from UK which means business travel can be any length based on business need/costs
- Ramadan, an annual month long event that may impact business travel but will support business customers also practicing Ramadan.
- November Abu Dhabi Formula One Grand Prix is an annual event and will mean the city is busy and accommodation/transport prices and availability for business travel will be impacted. But this could be seen as prestigious leisure activity/team building.

Activity 1 – Appeal of global tourist destinations

Assessment focus	Band 0	Band 1	Band 2	Band 3	Band 4
Demonstrate and apply knowledge and understanding of the appeal of global destinations.	**0**	**1-5**	**6-10**	**11-15**	**16-20**
	No rewardable material.	• Demonstrates isolated elements of knowledge and understanding of the key aspects affecting the appeal of the global destination, with generalised comments made.	• Demonstrates adequate knowledge and understanding of the key aspects affecting the appeal of the global destination.	• Demonstrates good knowledge and understanding of the key aspects affecting the appeal of the global destination.	• Demonstrates comprehensive knowledge and understanding of the key aspects affecting the appeal of the global destination.
		• Little or no attempt to use the research to support answer.	• Attempts to use research through the selection of some relevant examples to support answer.	• Logical connections made to the research through the selection of relevant examples to support answer.	• Sustained and comprehensive links made to the research through the selection of a wide range of relevant examples to support answer.
		• Little or inappropriate use of information in the information booklet, with little or no awareness of how it relates to the given destination.	• Attempts to use the information in the information booklet, demonstrating some awareness of how it relates to the given destination.	• Uses the information in the information booklet, with some links made to the given destination.	• Uses the information in the information booklet, with relevant links made to the given destination.

Activity 2 – Travel itineraries for a tour of India's famous sites and attractions

Responses will be credited according to the learner's demonstration of knowledge and understanding of the material using the levels descriptors. The indicative content below is not prescriptive and responses may cover some or all of the indicative content, but learners should be rewarded for other relevant responses. Learners will be expected to apply their knowledge and understanding to the given destination or scenario in each activity and support their response using their research where required.

2. Indicative Content	
The customers' needs: • 17 days to travel • a total budget of £12,000 • two year old needs a stroller/pushchair • spend a week visiting family in Delhi • opportunities for visiting India's famous sites and attractions. Responses may refer to the following factors: **Option 1 – Delhi, Agra and Rajasthan** **Advantages** • Within duration of days, although slightly shorter duration • Travel by private car and trips also included • Visit to Taj Mahal, Red Fort, Ambur palace and other famous sites • Two opportunities to stay with the family • Travel around by private air conditioned car will be comfortable for the family and driver can assist with pushchair storage • Many of the activities use vehicles (jeeps, boats) travelling with a pushchair/2 year old will be easier • Variety of activities such as jeep safari, boat trip, sunset picnic. **Disadvantages** • Slightly over budget and no meals included • Family stays are at the start and the end so may feel rushed as could be tired after flight to India and at the end of the trip • Less than a week with family (5 days) • Walking tour in Jodhpur may not be suitable for pushchair • Only seeing one state in India as well as Delhi • July is monsoon season in Rajasthan so bad weather could interrupt the visit • Car journeys may be quite lengthy for the children, they may get restless and need lots of breaks.	**16 marks**

Option 2 – The Konkan coast, Mumbai, Goa and Delhi

Advantages

- Half board and within budget/least expensive
- Week with family at the end of the trip including a family wedding makes an extra memory
- Goan beaches may be more comfortable experiences with young children
- Coolest month is July in Konkan coast so will be easier with the children
- Variety of additional activities including night market, plantation visit and wildlife sanctuary.

Disadvantages

- Only two famous sites Dharavi slum tour in Mumbai and Hampi UNESCO site ruined 14th century city
- Lowest cost but flight and train journeys not included
- Some of the visits such as the Mumbai slum and waterfall hike not suitable with young children and pushchair
- Overnight train 33 hours is a long trip with young children
- 5 days in Goa may be too long.

Option 3 – Delhi, Dharamshala and Amritsar - Northern India.

Advantages

- Within budget and duration of days
- A week's stay with family in Delhi may be restful at the start as a chance to get over international flight
- Many famous sites and attractions includes Himalayas, Dalai Lama's home and monastery. Toy train and Golden Temple
- Children might enjoy camping and toy train activities
- All entrance fees included.

Disadvantages

- Only bed and breakfast so have to pay for other meals
- Different taxis across India may not always be comfortable/different drivers etc.
- Taxi journeys up to 6 and 7 hours long may be uncomfortable with children
- Monsoon season in July in Northern India may interrupt travel/trip

Recommendations will be supported by justified conclusions.

Activity 2 – Travel options

Assessment focus	Band 0	Band 1	Band 2	Band 3	Band 4
Evaluation and recommendation of travel options with consideration of customer needs.	**0**	**1-4**	**5-8**	**9-12**	**13-16**
	No rewardable material.	• Limited evaluation of the information to identify basic advantages and/or disadvantages of at least one of the travel options. • Little consideration of customer requirements/needs. • Recommendation on travel option offered, with limited justification.	• Partially developed evaluation, with consideration of competing advantages and disadvantages but there may be more emphasis on one option than the others. • Few links made between customer requirements/needs. • Recommendation on travel option is given with justifications, which are occasionally supported by the application of relevant evidence.	• Developed evaluation, with consideration of competing arguments advantages/ disadvantages of travel options. • Consideration of and logical links made between specific and general customer requirements/needs. • Recommendation on travel option is given with justifications, which are supported by the application of relevant evidence.	• Comprehensive evaluation, which considers a range of relevant evidence clearly linked to the consideration of arguments for and against, and their relative importance to the travel options. • Comprehensive consideration of and sustained links made between both specific and general customer requirements/needs. • Recommendation on travel option is given with justifications, which are fully supported throughout by sustained application of relevant evidence.

Activity 3 – The popularity and appeal of global destinations

Responses will be credited according to the learner's demonstration of knowledge and understanding of the material using the levels descriptors. The indicative content below is not prescriptive and responses may cover some or all of the indicative content, but learners should be rewarded for other relevant responses. Learners will be expected to apply their knowledge and understanding to the given destination or scenario in each activity and support their response using their research where required.

3. Indicative Content	
Learners may take different approaches to how they present their evaluation and justified recommendation. Within the approach taken responses may refer to: **Croatia** **Influence of *increasingly active ageing society* on popularity and appeal** • Specialist tour operators e.g. Saga offers over 50s holidays • For older adrenaline seekers zipline experiences e.g. Dubrovnik, quadbike safaris and kayaking • Variety of features – 1,200 islands, mountains, lakes, coastline and famous cities offer opportunities for variety of active experiences • Moderate temperatures allow for outdoor activities across the year • Few health risks so no need for vaccinations etc • Can travel by road e.g. motorhome across mainland Europe to Croatia so could be part of extended European tour/trip which may appeal to older/retired travellers who have fewer time restrictions e.g. grey gappers **Influence of *publicity* on popularity and appeal** • Well known Game of Thrones filming locations across Croatia such as The Klis Fortress (Split). Has encouraged large numbers of tourists who want to visit these locations. • 'Trust me I've been there' 2021 marketing campaign invites tourists to holiday in Croatia and emphasises Croatia as an attractive, safe and well-prepared destination. • #CroatiaWinterWonderland campaign in 2021 promoted Croatia in the winter as an exciting destination with a variety of activities. May appeal to people looking for unique winter holidays • "Experience local. Explore rural country!" campaign in 2021 aimed to promote rural tourism in Croatia. May appeal to people looking for safer, quieter locations and unique experiences.	**24 marks**

Influence of *destination management* on popularity and appeal

- Croatian National Tourist Board (CNTB) reports to the government ministry. There are 20 administration offices and 280 local tourist offices in towns to give tourist information.
- Strategy for Sustainable Tourism Development 2030 - keep Croatia among the leading European tourist destinations in terms of safety, quality, added value, sustainability and innovation. May appeal to responsible tourists.
- Croatian town centres, authorities may issue on the spot fines for inappropriate behaviour, such as walking through town shirtless or in swimwear.
- 2023 new tourism law to encourage sustainability - mayors are responsible for tourism in their local areas and make management plans every 4 years so there may be different rules and policies around Croatia.

Mainland Spain and the Balearic Islands

Influence of *increasingly active ageing society* on popularity and appeal

- As a popular destination since early package holidays, mainland Spain may feel safe and comfortable although some may seek other destinations that are less well known.
- Specific packages for older travellers are possible including a range of activities such as wine tasting and cookery lessons
- For older adrenaline seekers there are wide range of activities such as canyoning and kitesurfing, these take place in different regions so could be part of an extended trip for grey gappers/active older travellers.
- Location makes it possible to drive to Spain from the rest of Europe via France. May be convenient as part of a European grey gap year/extended holiday via road/motorhome.
- Varied landscape which includes mountain areas, lush forests, Costas means a trip can include different natural features, this may appeal to older travellers interested in the environment.
- Network of famous pilgrimage routes across Spain, 'The Way' may attract older active tourists looking for a different experience to meet other travellers. It can be walked over short or longer periods of time.

Influence of *publicity* on popularity and appeal

- Negative or stereotypical images of Spain, such as bullfighting, English entertainment e.g. Benidorm may impact appeal some tourists.
- Publicity from TV and films includes both the reinforced stereotypes of Spain and non-traditional e.g Benidorm TV series also more niche tourism such as 'The Way' Hollywood film and a UK TV reality series
- Sunshine destination with strong traditions such as Flamenco dancing and Spanish food. These are images that Spain ha been known for many years. These can provide both positive and negative appeal.
- Recent tourism campaigns focus on natural and cultural features of Spain, e.g #SlowTravelSpain. Highlights sustainable and alternative methods to travel around which may suit grey gappers as they have more time to travel/be interested in sustainable travel. 'You deserve Spain' focuses on diversity of tourism in Spain, safety and security. Catalonia 2025 Worl Gastronomy Award. These may also provide tourist appeal for different reasons.
- Recent tourism campaigns focus on natural and cultural features of Spain that may appeal to active older tourists.

Influence of *destination management* on popularity and appeal • Well established tourism destination and tourism infrastructure e.g. 59 airports, many hotels. This means experience in tourism, but also can lead to negative impacts of over tourism. • Hundreds of tourist information centres/regional tourist boards with websites means tourists can easily find tourist advice each region. Both online and face to face. • Tourism policy to 2030 focused on sustainable development and preserving natural and cultural and features again may appeal to 'responsible tourists'. • Recent new rules to manage tourism may help to provide a more positive tourist experience such as the Balearic smokin bans. But may also make getting accommodation in historical areas more difficult due to rules such as in Valencia. **Recommendation of the destination for promotion will be supported by justified conclusions from the learner's research on Croatia and use of the information on Mainland Spain and the Balearic Islands in the Information Booklet.**	

Activity 3 – The popularity of global destinations

Assessment focus	Band 0	Band 1	Band 2	Band 3	Band 4
Evaluation and recommendation of destination taking account of factors affecting the popularity and appeal of destinations.	**0**	**1-4**	**5-8**	**9-12**	**13-16**
	No rewardable material.	• Limited evaluation of basic information affecting the popularity and appeal of the destinations.	• Partially developed evaluation with consideration of points of comparison, but there may be more emphasis on one factor than the others.	• Developed evaluation, with consideration of competing arguments about factors affecting the popularity and appeal of the destinations.	• Comprehensive evaluation of information that includes a range of well-considered arguments and their relative importance to the factors affecting the popularity and appeal of the destinations.
		• Use of research is mostly generic and theoretical, rather than focusing on popularity and appeal of the destinations.	• Evidence of research and references to the information booklet provided, has some focus on the popularity and appeal of the destinations but is generic and theoretical in places.	• Evidence of research and references to information booklet provided are mostly focused on the popularity and appeal of the destinations, with relevant use of specific detail.	• Evidence of research and references to information booklet provided are consistently focused on the popularity and appeal of the destinations, with relevant and effective use of specific detail.
		• Recommendation on destination is given, with limited justification.	• Recommendation on destination is given, with justifications which are occasionally supported by the application of relevant evidence.	• Recommendation on destination is given, with justifications, which are supported by the application of relevant evidence.	• Recommendation on destination is given, which is fully supported throughout by sustained application of relevant evidence.

Assessment focus	Band 0	Band 1	Band 2	Band 3	Band 4
Synthesising ideas and evidence to support recommendations.	**0**	**1-2**	**3-4**	**5-6**	**7-8**
	No rewardable material.	• Demonstrates isolated links between ideas drawn from research and information booklet. • Limited synthesis of evidence.	• Demonstrates partial links between ideas drawn from research and information booklet. • Partial synthesis of evidence.	• Demonstrates sustained links between ideas drawn from research and information booklet. • Developed and coherent synthesis of evidence.	• Demonstrates sustained and comprehensive links between ideas drawn from research and information booklet. • Comprehensive synthesis of evidence.