Mark Scheme (Results)

June 2024

Pearson BTEC Tech Award

In Travel and Tourism (BTT03)

Component 3: Influences on Global Travel and Tourism

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COMPONENT 3: Influences on Global 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.

Points-Based Mark Scheme Guidance
Points-based mark schemes are made up of:

1. Mark scheme rubric:
A mark scheme rubric instructs an examiner as to how each mark is awarded.

2. Example responses:
These demonstrate the type of acceptable responses that a learner might provide and where each mark is awarded.

3. Additional marking guidance:
This informs examiners about any parameters which should be applied, for example 'accept any other appropriate/alternative responses'.

Applying the points-based mark scheme guidance
Examiners should follow the mark scheme rubric and use the example responses as a guide for the relevance and expectation of the responses. Learners must be credited for any appropriate response. Should learners provide answers that meet the rubric but in an alternative order, credit should be given.

Levels-Based Mark Scheme Guidance
Levels-based mark schemes (LBMS) have been designed to assess learners' work holistically. They consist of two parts:

1. Indicative content:
Indicative content reflects content-related points that a learner might make but is not an exhaustive list. Nor is it a model answer. Learners may make some or none of the points included in the indicative content as its purpose is as a guide for the relevance and expectation of the responses. Learners must be credited for any appropriate response.

2. Levels-based descriptors:
Each level is made up of a number of traits which when combined together articulate the quality of response that a learner needs to demonstrate. The traits progress across the levels to demonstrate the different expectations of each level. When using a levels-based mark scheme, the 'best fit' approach should be used.

Applying the levels-based descriptors
Examiners should take a 'best fit' approach to determining the mark.

• Examiners should first make a holistic judgement on which level most closely matches the learner's response. Learners will be placed in the level that best describes their answer. Answers can display characteristics from more than one level, and where this happens markers must use any additional guidance (for example weighting of traits) and their professional judgement to decide which level is most appropriate.

• The mark awarded within the level will be decided based on the quality of the answer and will be modified according to how securely all traits are displayed at that level:

- marks will be awarded at the top of that level if the learner has evidenced each of the descriptor traits securely.
- where the response does not securely meet all traits, the marks should be awarded based on how closely the descriptor has been met.

SECTION A

Question Number	Answer	Mark
1	Award **one** mark for each correct safety measures at airports up to a maximum of **two** marks. • CCTV/cameras (1) • Transport police/police (1) • Security staff/guards (1) • X-ray/body scanners (1) • Restrictions on hand luggage/bag checks (1) • Safety announcements/posters (1) • Unattended baggage removal policy (1) Accept any other appropriate response.	(2)

Question Number	Answer	Mark
2 (a)	Award **one** mark for a correct positive impact on the environment from: • Education/increased awareness (1) • creation of open spaces (1) • improved street furniture (1) • regeneration/urban renewal/reuse of traditional buildings for new activities (1) Do not accept conservation/protection of wildlife, protected areas and national parks as given. Accept any other appropriate response.	(1)

Question Number	Answer	Mark
2(b)	Award **one** mark for: • 2010 (1)	(1)

Question Number	Answer	Mark
2(c)	Award **one** mark for: • Northumberland Accept misspellings	(1)

Question Number	Answer	Mark
2(d)	Award **one** mark for a correct way everyday lives of locals are disrupted by tourists from: • Late for work/school/traffic jams/congestion (1) • Queues in local shops/overcrowding (1) • Nowhere to park their car (1) • Noisy groups/arriving early/leaving late (1) • Local shops may run out of stock/supplies of food/essentials/or may only stock tourist related products gifts/souvenirs (1) Accept any other appropriate response.	(1)

Question Number	Answer	Mark
3	Award **one** mark for each correct stage of the TALC model up to a maximum of **two** marks. • exploration (1) • involvement (1) • development (1) • consolidation (1) • stagnation (1) • rejuvenation (1) • decline (1) Accept misspellings	(2)

Question Number	Answer	Mark
4(a)	Award **one** mark for each correct type of media up to a maximum of **two** marks. • newspaper reports/articles (1) • magazines/brochures (1) • books (1) • guides (1) • radio (1) • film (1) • TV (1) • websites (1) Do not accept social media, given. Accept any other appropriate response.	(2)

Question Number	Answer	Mark
4(b)	Award **one** mark for a correct meaning of currency exchange rates: • value of one currency when converted/exchanged into another (1) • a rate at which one currency will be exchanged for another currency (1) Accept any other appropriate response.	(1)

Question Number	Answer	Mark
5(a)	Award **one** mark for each correct type of severe weather event up to a maximum of **two** marks. • flooding (1) • drought (1) • wildfires (1) • hurricanes/cyclones (1) • tornadoes (1) • blizzards (1) Accept any other appropriate response.	(2)

Question Number	Answer	Mark
5(b)	Award **one** mark for each correct physical feature of a tsunami up to a maximum of **two** marks. • fast moving water/travelling at high speed (1) • can generate a wall of water (1) • takes large amounts of water miles inland (1) • drawback of water from shore (1) • series of shallow water waves (1) Accept any other appropriate response. Do not accept tidal wave.	(2)

Question Number	Answer	Mark
5 (c)	Award **one** mark for a correct type of natural disaster from: • earthquakes/s (1) • volcanic eruption/s (1) • landslide/s (1) • avalanche/s (1) Do not accept tsunami as given. Accept any other appropriate response.	(1)

Question Number	Answer	Mark
5(d)	Award **one** mark for each correct effect on travel and tourism organisations up to a maximum of **two** marks. • disruption to bookings/cancellations (1) • compensation/refund costs (1) • repatriation of holidaymakers/customers (1) • evacuation of holidaymakers/customers (1) • possible decline in future bookings (1) • flights diverted/delayed/wrong place (1) • closure of attractions/facilities (1) Accept any other appropriate response.	(2)

Question Number	Answer	Mark
6 (a)	Award **one** mark for a correct negative economic impact from: • Seasonal unemployment (1) • Low paid jobs (1) • Leakage (1) • Increased cost of living (1) Accept any other appropriate response.	(1)

Question Number	Answer	Mark
6 (b)	Award **one** mark for a correct positive economic impact from: • Employment opportunities (1) • Training (1) • Multiplier effect (1) • Foreign currency earnings (1) • Contribution to taxes/Gross Domestic Product/GDP (1) Accept any other appropriate response.	(1)

Question Number	Answer	Mark
6(c)	Award **one** mark for each way visitor spend at destinations could be increased and **one** additional mark for a linked expansion, up to a maximum of **two** marks each. • Hold events/festivals (1) so gives a reason for people to stay overnight/stay longer/extend season (1) • Develop/offer more camping/self-catering opportunities (1) to encourage people to eat out /drink/shop locally (1) • Target high spenders/affluent (1) as likely to have greater amounts of disposable income/spend more on holiday (1) Accept any other appropriate response.	(4)

TOTAL SECTION A = 24 MARKS

SECTION B

Question Number	Answer	Mark
7 (a)	Award **one** mark for: • 2021	(1)

Question Number	Answer	Mark
7 (b)	Award **one** mark for: • 1,200,000/1.2 m/1.2 million/One million two hundred thousand	(1)

Question Number	Answer	Mark
8 (a)	Award **one** mark for each correct symptom of malaria up to a maximum of **two** marks. • Fever/high temperature (1) • Headache (1) • Chills (1) • Sweats (1) • Vomiting/nausea (1) • Diarrhoea (1) Accept any other appropriate response.	(2)

Question Number	Answer	Mark
8 (b)	Award **one** mark for each identified way to protect against contracting typhoid and **one** additional mark for a linked explanation up to a maximum of **two** marks each. • Get vaccinated (1) will reduce symptoms/severity/risk (1) • Do not eat raw fruit/vegetables/salad (1) that may be contaminated (1) • Only eat cooked food/heated thoroughly (1) as this will kill the bacteria (1) • Do not drink untreated water/only drink bottled/boil water (1) as this will be safe to drink (1) • Wash hands regularly/don't share utensils (1) to avoid cross contamination/risk of infection (1) Accept any other appropriate response.	(4)

Question Number	Answer	Mark
9(a)	Award **one** mark for identification of one reason the government wants to develop tourism and **one** further mark for a linked expansion up to a maximum of **two** marks. • Gain revenue/earnings/investment from tourism (1) can help fund/improve hospitals/healthcare facilities/education (1) • Strengthen economy/reduce reliance on agriculture (1) so people are less vulnerable if crops fail/no money to buy food/ so people do not go hungry (1) • Will create jobs in tourism (1) to reduce reliance on agriculture/so they can earn an income/afford to buy food (1) Accept any other appropriate response.	(2)

Question Number	Answer	Mark
9(b)	Award **one** mark for identification of each way the homestay holiday will create positive impacts for the local people and **one** further mark for each linked expansion up to a maximum of **two** marks each. • Encourages cultural/environmental awareness (1) tourist learn about how the Nepalese people live/traditions (1) • Help maintain traditions/respect beliefs (1) as treks avoid the busy tourist routes/mountain summits (1) • Providing accommodation/meals/working as tour guides brings extra income (1) gives more financial security/able to buy food/supplies/improve quality of life (1) • Local businesses are supported (1) as they can supply local produce/carrying bag services for the tourists (1) Accept any other appropriate response.	(4)

Question Number	Answer	Mark
9(c)	Award **one** mark for an identified reason why the code would help protect the environment and **one** further mark for a linked expansion up to a maximum of **two** marks. • Reduces pollution/contamination/visual degradation/cost of clearing up equipment/rubbish (1) as encourages low impact/leave only footprints/no trace of being there (1) • Reduces deforestation/habitat destruction (1) as trees are not being cut down for firewood (1) • Less strain on resources/overcrowding (1) so reducing erosion on the mountain route (1) Accept any other appropriate response.	(2)

TOTAL SECTION B = 16 MARKS

SECTION C

Question Number	Answer	Mark
10(a)	Responses 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 is not prescriptive. Responses may cover some or all of the indicative content, but learners should be rewarded for other relevant answers. **Indicative Content** **Suitable** • Will be very relaxing as everything is provided • Can easily see temples to learn about culture/ancient history • As tours are guided so will get local first-hand knowledge • Will be with a group so chance to meet new people • Others on the cruise will have same interests, can make friends • Will have own cabin so can have a rest when needed e.g. in the afternoon as it is just sailing/no excursions • Does not have to worry about where to eat **Not suitable** • Has to change planes in London – may be delays, can be stressful not very convenient • Could be too tiring - early starts for the excursions • Heat can be tiring if sightseeing • The afternoons do not really cater to the customer's interests • Being alone if still recovering – has no one to help • Could be a long way to get medical help if falls ill **Learners do not have to address all these points, credit for valid points made.**	(6)

Level	Marks	Descriptor
	0	No rewardable material.
Level 1	1–2	• 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	3–4	• 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	5–6	• 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	Answer	Mark
10(b)	Award **one** mark for identification of each negative impact of cruises on the Nile and **one** additional mark for each linked expansion, up to a maximum of **four** marks. • Erosion of riverbank (1) so many boats will create lots of waves that can wash away material/vegetation (1) • Leakage (1) local businesses do not benefit as cruises all-inclusive/tourists will not be spending money on meals ashore/excursions (1) • Air pollution (1) the engines will emit lots of fumes/reduce air quality along the river/can degrade/erode ancient monuments (1) • Water pollution of the river (1) if boats old/are not maintained could have fuel leaks, also risk sewage getting into the river (1) • Overcrowding caused by so many visitors (1) can spoil the atmosphere of the ancient sites (1) Accept any other appropriate response.	(4)

Question Number	Answer	Mark
10(c)	Award **one** mark for each reason why the government requires visitors to obtain a visa to enter the country and **one** additional mark for a linked explanation up to a maximum of **two** marks each. • Can check who is in the country/reassure that is safe country (1) reduces the risk of criminals/undesirables entering (1) • Control how many people enter (1) to reduce risk of over-crowding/over tourism (1) • Raise money (1) to fund improvements (1) • Can help deter some/appeals only to more affluent (1) some will not want to pay/do not want the hassle details being kept (1) Accept any other appropriate response.	(4)

Question Number	Answer	Mark
10(d)	Responses 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 is not prescriptive. Responses may cover some or all of the indicative content, but learners should be rewarded for other relevant answers. **Indicative content** • The aqua parks will appeal to families with older children as the parents can relax whilst their children enjoy the water rides • desert jeep tours may appeal to younger couples or groups of friends more than families as it could be expensive for a family and possibly too risky for young children but fun for a couple • coral reefs will attract those interested in sports such as diving, as the reefs are extensive this means there will be more to see and caters for a range of divers – experienced and beginners • warm winter sunshine will attract people from Northern Europe wanting some sun without the summer crowds/holidays can still enjoy snorkelling/diving as the sea is still warm and the weather hot and sunny • beaches/resorts will attract people couples/individuals in need of a 'fly and flop' holiday can just enjoy the guaranteed sunshine, relax on the beach, go swimming or stay in resort where they have everything they need • individuals or groups with special interest in water sport activities can try a range of on water activities including parasailing • optional excursions, shops, the Old Market, mosques provide lots to do for multigenerational families – options for some of the perhaps older members of the family to do some sight-seeing or shopping, or take a day trip to visit the Pyramids whilst the younger members relax by the sea • couples and groups looking for days on the beach/poolside and nights in the clubs are well catered for with a range of luxury resorts, bars and nightclubs • known/global brands of hotels/food chains will appeal to those from Europe who are less adventurous perhaps families with younger children/fussy eaters • variety of water sports options could attract swimming/sports clubs and groups as an annual get together **Learners do not have to address all these points, credit for valid points made.**	(6)

Level	Marks	Descriptor
	0	No rewardable material.
Level 1	1–2	• 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	3 – 4	• 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	5 – 6	• 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.

TOTAL SECTION C = 20 MARKS
TOTAL PAPER = 60 MARKS

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