



## Marking Grids

# BTEC Level 1 / Level 2 Tech Award in Travel and Tourism

First teach September 2022

Component 1 (internal): Travel and  
Tourism Organisations and Destinations

Component 2 (internal): Customer Needs  
in Travel and Tourism

# Assessing the Pearson Set Assignments

Marking Grid Component 1	3
Marking Grid Component 2	6

Assessment decisions for each learner’s response to the Pearson Set Assignment (PSA) for each internally assessed component must be made using the relevant marking grids below.

Marking grids for the internal components have also been built into the Assessment Tracker Tool which can be downloaded from the Teaching and Learning Materials section of the BTEC Tech Awards in Travel and Tourism (2022) qualifications pages. This Assessment Tracker will help you collect marks for the class, streamline management of records, and allows you to export the Assessment Record forms for sampled learners for moderation.

Before making assessment decisions, you should use the guidance on using the marking grids provided in the Tech Award Specification **Section 5: Non-exam internal assessment**.

You can also watch this [short video guide](#) to applying Mark Schemes for Internal Assessments in BTEC Tech Awards from 2022.

A glossary of terms used in the marking grids is provided in *Appendix 1* of the specification.

## Marking grid – Component 1

Mark Band 0	Mark Band 1	Mark Band 2	Mark Band 3	Mark Band 4
<b>Task 1a: Different types of organisations in the travel and tourism sector – ownership, aims, products and services</b>				
<b>Learning outcome A: Demonstrate an understanding of the UK travel and tourism industry</b>				
0 marks	1 – 3 marks	4 – 6 marks	7 – 9 marks	10 – 12 marks
No rewardable material	<p><b>Limited</b> application of knowledge and understanding of the ownership, aims, products and services of the selected travel and tourism organisation.</p> <p>Evidenced through:</p> <ul style="list-style-type: none"> <li>• a <b>superficial</b> account of the ownership of the selected travel and tourism organisation</li> <li>• a <b>superficial</b> account of the aims of the selected travel and tourism organisation</li> <li>• a <b>superficial</b> account of the key products and services for the selected travel and tourism organisation.</li> </ul>	<p><b>Adequate</b> application of knowledge and understanding of the ownership, aims, products and services of the selected travel and tourism organisation.</p> <p>Evidenced through:</p> <ul style="list-style-type: none"> <li>• a <b>partially detailed</b> account of the ownership of the selected travel and tourism organisation</li> <li>• a <b>partially detailed</b> account of the aims of the selected travel and tourism organisation</li> <li>• a <b>partially detailed</b> account of the key products and services for the selected travel and tourism organisation.</li> </ul>	<p><b>Good</b> application of knowledge and understanding of the ownership, aims, products and services of the selected travel and tourism organisation.</p> <p>Evidenced through:</p> <ul style="list-style-type: none"> <li>• a <b>mostly detailed</b> account of the ownership of the selected travel and tourism organisation</li> <li>• a <b>mostly detailed</b> account of the aims of the selected travel and tourism organisation</li> <li>• a <b>mostly detailed</b> account of the key products and services for the selected travel and tourism organisation.</li> </ul>	<p><b>Comprehensive</b> application of knowledge and understanding of the ownership, aims, products and services of the selected travel and tourism organisation.</p> <p>Evidenced through:</p> <ul style="list-style-type: none"> <li>• a <b>fully detailed</b> account of the ownership of the selected travel and tourism organisation</li> <li>• a <b>fully detailed</b> account of the aims of the selected travel and tourism organisation</li> <li>• a <b>fully detailed</b> account of the key products and services for the selected travel and tourism organisation.</li> </ul>

Mark Band 0	Mark Band 1	Mark Band 2	Mark Band 3	Mark Band 4
<b>Task 1b: How different types of travel and tourism organisations may work together</b>				
<b>Learning outcome A: Demonstrate an understanding of the UK travel and tourism industry</b>				
0 marks	1 – 3 marks	4 – 6 marks	7 – 9 marks	10 – 12 marks
No rewardable material	<p><b>Limited</b> application of knowledge and understanding of how and why travel and tourism organisations may work together.</p> <p>Evidenced through:</p> <ul style="list-style-type: none"> <li>• <b>few</b> of the travel and tourism organisations selected are appropriate to the context</li> <li>• a <b>superficial</b> account of how the travel and tourism organisations could work with the selected organisation</li> <li>• <b>simplicistic</b> reasons as to why working together can benefit the selected travel and tourism organisation.</li> </ul>	<p><b>Adequate</b> application of knowledge and understanding of how and why travel and tourism organisations may work together.</p> <p>Evidenced through:</p> <ul style="list-style-type: none"> <li>• <b>some</b> of the travel and tourism organisations selected are appropriate to the context</li> <li>• a <b>partially detailed</b> account of how the travel and tourism organisations could work with the selected organisation</li> <li>• <b>partially developed</b> reasons as to why working together can benefit the selected travel and tourism organisation.</li> </ul>	<p><b>Good</b> application of knowledge and understanding of how and why travel and tourism organisations may work together.</p> <p>Evidenced through:</p> <ul style="list-style-type: none"> <li>• <b>most</b> of the travel and tourism organisations selected are appropriate to the context</li> <li>• a <b>mostly detailed</b> account of how the travel and tourism organisations could work with the selected organisation</li> <li>• <b>mostly developed</b> reasons as to why working together can benefit the selected travel and tourism organisation.</li> </ul>	<p><b>Comprehensive</b> application of knowledge and understanding of how and why travel and tourism organisations may work together.</p> <p>Evidenced through:</p> <ul style="list-style-type: none"> <li>• <b>all</b> of the travel and tourism organisations selected are fully appropriate to the context</li> <li>• a <b>fully detailed</b> account of how the travel and tourism organisations could work with the selected organisation</li> <li>• <b>well-developed</b> reasons as to why working together can benefit the selected travel and tourism organisation.</li> </ul>

Mark Band 0	Mark Band 1	Mark Band 2	Mark Band 3	Mark Band 4
<b>Task 2: Consumer technologies in travel and tourism</b>				
<b>Learning outcome A: Demonstrate an understanding of the UK travel and tourism industry</b>				
0 marks	1 – 3 marks	4 – 6 marks	7 – 9 marks	10 – 12 marks
No rewardable material	<p><b>Limited</b> application of knowledge and understanding of different types of consumer technologies offered by a selected travel and tourism organisation.</p> <p>Evidenced through:</p> <ul style="list-style-type: none"> <li>• a <b>superficial</b> account of the different types of consumer technologies offered, with <b>few</b> being specific to the selected travel and tourism organisation</li> <li>• <b>simplistic</b> reasoning as to why the selected travel and tourism organisation offers these consumer technologies</li> <li>• a <b>simplistic</b> account of the advantages and disadvantages for customers of the consumer technologies offered by the selected travel and tourism organisation.</li> </ul>	<p><b>Adequate</b> application of knowledge and understanding of different types of consumer technologies offered by a selected travel and tourism organisation.</p> <p>Evidenced through:</p> <ul style="list-style-type: none"> <li>• a <b>partially detailed</b> account of the different types of consumer technologies offered, with <b>some</b> being specific to the selected travel and tourism organisation</li> <li>• <b>partially developed</b> reasoning as to why the selected travel and tourism organisation offers these consumer technologies</li> <li>• a <b>partially developed</b> account of the advantages and disadvantages for customers of the consumer technologies offered by the selected travel and tourism organisation.</li> </ul>	<p><b>Good</b> application of knowledge and understanding of different types of consumer technologies offered by a selected travel and tourism organisation.</p> <p>Evidenced through:</p> <ul style="list-style-type: none"> <li>• a <b>mostly detailed</b> account of the different types of consumer technologies offered, with <b>most</b> being specific to the selected travel and tourism organisation</li> <li>• <b>mostly developed</b> reasoning as to why the selected travel and tourism organisation offers these consumer technologies</li> <li>• a <b>mostly developed</b> account of the advantages and disadvantages for customers of the consumer technologies offered by the selected travel and tourism organisation.</li> </ul>	<p><b>Comprehensive</b> application of knowledge and understanding of different types of consumer technologies offered by a selected travel and tourism organisation.</p> <p>Evidenced through:</p> <ul style="list-style-type: none"> <li>• a <b>fully detailed</b> account of the different types of consumer technologies offered, with <b>all</b> being specific to the selected travel and tourism organisation</li> <li>• <b>fully developed</b> reasoning as to why the selected travel and tourism organisation offers these consumer technologies</li> <li>• a <b>well-developed</b> account of the advantages and disadvantages for customers of the consumer technologies offered by the selected travel and tourism organisation.</li> </ul>

Mark Band 0	Mark Band 1	Mark Band 2	Mark Band 3	Mark Band 4
<b>Task 3a: Popular tourist destinations for visitors</b>				
<b>Learning outcome B: Explore popular visitor destinations</b>				
0 marks	1 – 3 marks	4 – 6 marks	7 – 9 marks	10 – 12 marks
No rewardable material	<p><b>Limited</b> application of knowledge and understanding of the features for a given destination for a given visitor profile.</p> <p>Evidenced through:</p> <ul style="list-style-type: none"> <li>• a <b>superficial</b> account of the features of a given destination that are the most suitable for a given visitor profile</li> <li>• a <b>simplistic</b> account of why the features of a given destination are the most suitable for the given visitor profile.</li> </ul>	<p><b>Adequate</b> application of knowledge and understanding of the features for a given destination for a given visitor profile.</p> <p>Evidenced through:</p> <ul style="list-style-type: none"> <li>• a <b>partially detailed</b> account of the features of a given destination that are the most suitable for a given visitor profile</li> <li>• a <b>partially developed</b> account of why the features of a given destination are the most suitable for the given visitor profile.</li> </ul>	<p><b>Good</b> application of knowledge and understanding of the features for a given destination for a given visitor profile.</p> <p>Evidenced through:</p> <ul style="list-style-type: none"> <li>• a <b>mostly detailed</b> account of the features of a given destination that are the most suitable for a given visitor profile</li> <li>• a <b>mostly developed</b> account of why the features of a given destination are the most suitable for the given visitor profile.</li> </ul>	<p><b>Comprehensive</b> application of knowledge and understanding of the features for a given destination for a given visitor profile.</p> <p>Evidenced through:</p> <ul style="list-style-type: none"> <li>• a <b>fully detailed</b> account of the features of a given destination that are the most suitable for a given visitor profile</li> <li>• a <b>well-developed</b> account of why the features of a given destination are the most suitable for the given visitor profile.</li> </ul>

Mark Band 0	Mark Band 1	Mark Band 2	Mark Band 3	Mark Band 4
<b>Task 3b: The suitability of different travel routes for visitors</b>				
<b>Learning outcome B: Explore popular visitor destinations</b>				
0 marks	1 – 3 marks	4 – 6 marks	7 – 9 marks	10 – 12 marks
No rewardable material	<p><b>Limited</b> application of knowledge and understanding of the travel routes for a given destination for a given visitor profile.</p> <p>Evidenced through:</p> <ul style="list-style-type: none"> <li>• a <b>simplistic</b> account of the advantages and disadvantages of each of the given travel routes for the given destination, for the given visitor profile</li> <li>• a <b>simplistic</b> judgement and recommendation as to the most suitable travel route for a given destination for the given visitor profile.</li> </ul>	<p><b>Adequate</b> application of knowledge and understanding of the travel routes for a given destination for a given visitor profile.</p> <p>Evidenced through:</p> <ul style="list-style-type: none"> <li>• a <b>partially developed</b> account of the advantages and disadvantages of each of the given travel routes for the given destination, for the given visitor profile</li> <li>• a <b>partially developed</b> judgement and recommendation as to the most suitable travel route for a given destination for the given visitor profile.</li> </ul>	<p><b>Good</b> application of knowledge and understanding of the travel routes for a given destination for a given visitor profile.</p> <p>Evidenced through:</p> <ul style="list-style-type: none"> <li>• a <b>mostly developed</b> account of the advantages and disadvantages of each of the given travel routes for the given destination, for the given visitor type</li> <li>• a <b>mostly developed</b> judgement and recommendation as to the most suitable travel route for a given destination for the given visitor profile.</li> </ul>	<p><b>Comprehensive</b> application of knowledge and understanding of the travel routes for a given destination for a given visitor profile.</p> <p>Evidenced through:</p> <ul style="list-style-type: none"> <li>• a <b>well-developed</b> account of the advantages and disadvantages of each of the given travel routes for the given destination, for the given visitor profile</li> <li>• a <b>well-developed</b> judgement and recommendation as to the most suitable travel route for a given destination for the given visitor profile.</li> </ul>

## Marking grid – Component 2

Mark Band 0	Mark Band 1	Mark Band 2	Mark Band 3	Mark Band 4
<b>Task 1a: How organisations identify customer needs</b>				
<b>Learning outcome A: Demonstrate an understanding of how organisations identify customer needs and travel and tourism trends</b>				
0 marks	1 – 3 marks	4 – 6 marks	7 – 9 marks	10 – 12 marks
No rewardable material	<p><b>Limited</b> knowledge and understanding of the information that market research methods could provide for the given organisation.</p> <p>Evidenced through:</p> <ul style="list-style-type: none"> <li>a <b>superficial</b> account of the advantages and disadvantages of primary and secondary market research methods for providing information on customer needs.</li> </ul> <p><b>Limited</b> judgements as to which research methods are the most suitable for the given organisation to use to identify customer needs.</p> <p>Evidenced through:</p> <ul style="list-style-type: none"> <li><b>simplistic</b> recommendations and reasoning as to the most suitable market research methods for the organisation.</li> </ul>	<p><b>Adequate</b> knowledge and understanding of the information that market research methods could provide for the given organisation.</p> <p>Evidenced through:</p> <ul style="list-style-type: none"> <li>a <b>partially detailed</b> account of the advantages and disadvantages of primary and secondary market research methods for providing information on customer needs.</li> </ul> <p><b>Adequate</b> judgements as to which research methods are the most suitable for the given organisation to use to identify customer needs.</p> <p>Evidenced through:</p> <ul style="list-style-type: none"> <li><b>partially developed</b> recommendations and reasoning as to the most suitable market research methods for the organisation.</li> </ul>	<p><b>Good</b> knowledge and understanding of the information that market research methods could provide for the given organisation.</p> <p>Evidenced through:</p> <ul style="list-style-type: none"> <li>a <b>mostly detailed</b> account of the advantages and disadvantages of primary and secondary market research methods for providing information on customer needs.</li> </ul> <p><b>Good</b> judgements as to which research methods are the most suitable for the given organisation to use to identify customer needs.</p> <p>Evidenced through:</p> <ul style="list-style-type: none"> <li><b>mostly developed</b> recommendations and reasoning as to the most suitable market research methods for the organisation.</li> </ul>	<p><b>Comprehensive</b> knowledge and understanding of the information that market research methods could provide for the given organisation.</p> <p>Evidenced through:</p> <ul style="list-style-type: none"> <li>a <b>fully detailed</b> account of the advantages and disadvantages of primary and secondary market research methods for providing information on customer needs.</li> </ul> <p><b>Comprehensive</b> judgements as to which research methods are the most suitable for the given organisation to use to identify customer needs.</p> <p>Evidenced through:</p> <ul style="list-style-type: none"> <li><b>well-developed</b> recommendations and reasoning as to the most suitable market research methods for the organisation.</li> </ul>

Mark Band 0	Mark Band 1	Mark Band 2	Mark Band 3	Mark Band 4
<b>Task 1b: How organisations identify travel and tourism trends</b>				
<b>Learning outcome A: Demonstrate an understanding of how organisations identify customer needs and travel and tourism trends</b>				
0 marks	1 – 3 marks	4 – 6 marks	7 – 9 marks	10 – 12 marks
No rewardable material	<p><b>Limited</b> application of knowledge and understanding of how a given travel and tourism organisation could develop its products and services in response to trends.</p> <p>Evidenced through:</p> <ul style="list-style-type: none"> <li><b>few</b> of the required travel and tourism trends are identified and appropriate</li> <li>a <b>superficial</b> account of the travel and tourism trends from the market research that the organisation could use to develop its products and services</li> <li><b>simplistic</b> recommendations for new products and services that the organisation could develop to meet the trends.</li> </ul>	<p><b>Adequate</b> application of knowledge and understanding of how a given travel and tourism organisation could develop its products and services in response to trends.</p> <p>Evidenced through:</p> <ul style="list-style-type: none"> <li><b>some</b> of the required travel and tourism trends are identified and appropriate</li> <li>a <b>partially detailed</b> account of the travel and tourism trends from the market research that the organisation could use to develop its products and services</li> <li><b>partially developed</b> recommendations for new products and services that the organisation could develop to meet the trends.</li> </ul>	<p><b>Good</b> application of knowledge and understanding of how a given travel and tourism organisation could develop its products and services in response to trends.</p> <p>Evidenced through:</p> <ul style="list-style-type: none"> <li><b>most</b> of the required travel and tourism trends are identified and appropriate</li> <li>a <b>mostly detailed</b> account of the travel and tourism trends from the market research that the organisation could use to develop its products and services</li> <li><b>mostly developed</b> recommendations for new products and services that the organisation could develop to meet the trends.</li> </ul>	<p><b>Comprehensive</b> application of knowledge and understanding of how a given travel and tourism organisation could develop its products and services in response to trends.</p> <p>Evidenced through:</p> <ul style="list-style-type: none"> <li><b>all</b> of the required travel and tourism trends are identified and appropriate</li> <li>a <b>fully detailed</b> account of the travel and tourism trends from the market research that the organisation could use to develop its products and services</li> <li><b>well-developed</b> recommendations for new products and services that the organisation could develop to meet the trends.</li> </ul>

Mark Band 0	Mark Band 1	Mark Band 2	Mark Band 3	Mark Band 4
<b>Task 2: How travel and tourism organisations meet customers' needs</b>				
<b>Learning outcome B: Recognise how the needs and preferences of travel and tourism customers are met</b>				
0 marks	1 – 3 marks	4 – 6 marks	7 – 9 marks	10 – 12 marks
No rewardable material	<p><b>Limited</b> application of knowledge and understanding of how travel and tourism organisations meet the needs of customers.</p> <p>Evidenced through:</p> <ul style="list-style-type: none"> <li>• a <b>superficial</b> account of the products and services offered by <b>few</b> of the required organisations to meet given customer needs.</li> </ul> <p><b>Limited</b> judgement as to how well the needs of customers are met by selected travel and tourism organisations.</p> <p>Evidenced through:</p> <ul style="list-style-type: none"> <li>• <b>simplistic</b> justifications as to how well the customer need is met by the selected organisations, <b>with little supporting evidence</b>.</li> </ul>	<p><b>Adequate</b> application of knowledge and understanding of how travel and tourism organisations meet the needs of customers.</p> <p>Evidenced through:</p> <ul style="list-style-type: none"> <li>• a <b>partially detailed</b> account of the products and services offered by <b>some</b> of the required organisations to meet given customer needs.</li> </ul> <p><b>Adequate</b> judgement as to how well the needs of customers are met by selected travel and tourism organisations.</p> <p>Evidenced through:</p> <ul style="list-style-type: none"> <li>• <b>partially developed</b> justifications as to how well the customer need is met by the selected organisations, <b>partially supported</b> by evidence.</li> </ul>	<p><b>Good</b> application of knowledge and understanding of how travel and tourism organisations meet the needs of customers.</p> <p>Evidenced through:</p> <ul style="list-style-type: none"> <li>• a <b>mostly detailed</b> account of the products and services offered by <b>most</b> of the required organisations to meet given customer needs.</li> </ul> <p><b>Good</b> judgement as to how well the needs of customers are met by selected travel and tourism organisations.</p> <p>Evidenced through:</p> <ul style="list-style-type: none"> <li>• <b>mostly developed</b> justifications as to how well the customer need is met by the selected organisations, <b>mostly supported</b> by evidence.</li> </ul>	<p><b>Comprehensive</b> application of knowledge and understanding of how travel and tourism organisations meet the needs of customers.</p> <p>Evidenced through:</p> <ul style="list-style-type: none"> <li>• a <b>fully detailed</b> account of the products and services offered by <b>all</b> of the required organisations to meet given customer needs.</li> </ul> <p><b>Comprehensive</b> judgement as to how well the needs of customers are met by selected travel and tourism organisations.</p> <p>Evidenced through:</p> <ul style="list-style-type: none"> <li>• <b>well-developed</b> justifications as to how well the customer need is met by the selected organisations, <b>fully supported</b> by evidence.</li> </ul>

Mark Band 0	Mark Band 1	Mark Band 2	Mark Band 3	Mark Band 4
<b>Task 3a: Meeting the needs and preferences of customers</b>				
<b>Learning outcome B: Recognise how the needs and preferences of travel and tourism customers are met</b>				
0 marks	1 – 3 marks	4 – 6 marks	7 – 9 marks	10 – 12 marks
No rewardable material	<p><b>Limited</b> application of knowledge and understanding to produce a travel plan for a given destination, to meet the needs and preferences of a given customer.</p> <p>Evidenced through:</p> <ul style="list-style-type: none"> <li>• a <b>superficial</b> travel plan, meeting <b>few</b> of the customer needs and preferences</li> <li>• a <b>simplistic</b> account of how the travel plan meets the customer's needs and preferences.</li> </ul>	<p><b>Adequate</b> application of knowledge and understanding to produce a travel plan for a given destination, to meet the needs and preferences of a given customer.</p> <p>Evidenced through:</p> <ul style="list-style-type: none"> <li>• a <b>partially detailed</b> travel plan, meeting <b>some</b> of the customer needs and preferences</li> <li>• a <b>partially developed</b> account of how the travel plan meets the customer's needs and preferences.</li> </ul>	<p><b>Good</b> application of knowledge and understanding to produce a travel plan for a given destination, to meet the needs and preferences of a given customer.</p> <p>Evidenced through:</p> <ul style="list-style-type: none"> <li>• a <b>mostly detailed</b> travel plan, meeting <b>most</b> of the customer needs and preferences</li> <li>• a <b>mostly developed</b> account of how the travel plan meets the customer's needs and preferences.</li> </ul>	<p><b>Comprehensive</b> application of knowledge and understanding to produce a travel plan for a given destination, to meet the needs and preferences of a given customer.</p> <p>Evidenced through:</p> <ul style="list-style-type: none"> <li>• a <b>fully detailed</b> travel plan, meeting <b>all</b> of the customer needs and preferences</li> <li>• a <b>well-developed</b> account of how the travel plan meets the customer's needs and preferences.</li> </ul>

Mark Band 0	Mark Band 1	Mark Band 2	Mark Band 3	Mark Band 4
<b>Task 3b: Meeting the needs and preferences of customers</b>				
<b>Learning outcome B: Recognise how the needs and preferences of travel and tourism customers are met</b>				
0 marks	1 – 3 marks	4 – 6 marks	7 – 9 marks	10 – 12 marks
No rewardable material	<p><b>Limited</b> application of knowledge and understanding to complete an additional information document that supports the travel plan.</p> <p>Evidenced through:</p> <ul style="list-style-type: none"> <li>• a <b>superficial</b> account within the additional information document that contains a <b>narrow</b> range of information for the customer</li> <li>• a <b>simplistic</b> account of how the additional information document meets the customer's needs and preferences.</li> </ul>	<p><b>Adequate</b> application of knowledge and understanding to complete an additional information document that supports the travel plan.</p> <p>Evidenced through:</p> <ul style="list-style-type: none"> <li>• a <b>partially detailed</b> account within the additional information document that contains a <b>reasonable</b> range of information for the customer</li> <li>• a <b>partially developed</b> account of how the additional information document meets the customer's needs and preferences.</li> </ul>	<p><b>Good</b> application of knowledge and understanding to complete an additional information document that supports the travel plan.</p> <p>Evidenced through:</p> <ul style="list-style-type: none"> <li>• a <b>mostly detailed</b> account within the additional information document that contains a <b>sufficient</b> range of information for the customer</li> <li>• a <b>mostly developed</b> account of how the additional information document meets the customer's needs and preferences.</li> </ul>	<p><b>Comprehensive</b> application of knowledge and understanding to complete an additional information document that supports the travel plan.</p> <p>Evidenced through:</p> <ul style="list-style-type: none"> <li>• a <b>fully detailed</b> account within the additional information document that contains a <b>wide</b> range of information for the customer</li> <li>• a <b>fully developed</b> account of how the additional information document meets the customer's needs and preferences.</li> </ul>