



Mark Scheme (Results)

June 2022

Pearson BTEC Nationals
In Travel and Tourism (20208K)
Unit 2: Global Destinations

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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.
- 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 point.

Activity 1- Appeal of global tourist 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.

1. Indicative Content

Learners should comment on the growth of Tirana/Albania as a tourist destination with reference to the characteristics of the Involvement stage of the TALC model and the key features that give Tirana global appeal.

Characteristics of Involvement stage of the TALC model applied to Tirana, Albania

- TALC shows the changes that occur in the physical and sociocultural environment and changes in the attitudes of the host community due to tourism activities.
- **increasing number of visitors** – Although relatively low, visitor numbers are increasing – in 2000 Albania received 317,000 visitors, 2.4 million in 2010, 3.6 million in 2014, 5.9 million in 2018.
- **increasing income from tourism** – Upward trend in net income between 2014 and 2017. Up from 161,514 \$USD million (2010) to 220,443\$USD million (2018) [UNWTO].
- Albania remains heavily dependent on European visitors.
- **local people contribute to accommodation/guide facilities for visitors** – In most tourist destinations, accommodation facilities are mostly private houses, apartments and rooms. Most accommodation facilities are family businesses rather than large professionally managed groups. Currently, there are 2,437 accommodation facilities operating throughout the country. Hotels make up about 65% of the total, while the rest are homes and rooms.
Local guides and accommodation providers offer authentic travel experience that will appeal to more adventurous travellers. 'Homestays' allow tourists to stay with a local family on a full-board basis. Airbnb can also allow tourist to staying with locals – you can stay for between £10–£15 per person/per night in Tirana. It allows the people of Albania to connect more easily with the rest of the world and travellers can search for hosts in Tirana.
Local Albanians known to be friendly and in Tirana lots of restaurants where travellers can experience some of the culture and local dishes (Albanian cuisine is both the Balkan and the Mediterranean nations, with the Greek and the Turkish cuisines, the cuisine of Albania is one of the most famous in the Mediterranean area.
- **a tourist season emerges** – the tourist season in Albania is limited to July and August only. Although there is a demand for services for a long period of the year, supply is lacking as unplanned development to date has given tourism a highly seasonal character (Ministry of tourism and environment, Albania).

Now travellers see April–June and Sep–Oct as a good time to go to Albania as it avoids the very hot coastal summer heat/main tourist season and also bitter winter mountain cold. Prices are higher in the tourist seasons.

- **organised travel to the area** most foreign visitors enter Albania by land e.g. during 2017, 81% of non-resident visitors entered Albania by land. Entry by sea and air is increasing.
- **improvements in transport links** – There are only four airports in the country and just 677 km of railways. There exists a total of 18,000 km of roadways, out of which only 7000 km are paved. Few connections between air and sea transport Albania's ports and airports offer few travel opportunities for foreign visitors. With the exception of Italy, direct flights and sea connections to many of Europe's major cities and states are missing.

– New airports – In March 2021, the Albanian Government selected a Swiss-based corporation to build a 104-million-euro (\$125 million) new international airport near the southwestern town of Vlore. Another smaller airport in northeastern Kukes was expected to become operational. After Vlore, there are plans building another airport in southernmost Saranda. 'With four airports Albania (will move) to another level of social and economic development,' said Prime Minister Edi Rama.

– New flights – In 2020 easyJet operated its first flights to Tirana. On 14 June 2021 the Saudi Arabian low-cost carrier, Flynas, started offering flights between Tirana and Riyadh, which will be operated to the capital city of Saudi Arabia three times per week, deploying an Airbus A320. Established in 2007, Flynas is the national Saudi Carrier and the leading low-cost airline in the Middle East.

– Improvements to road infrastructure e.g., in 2021 Albania planned to invite overseas investors to fund the construction of its section of the Adriatic–Ionian motorway by the end of the year.

- **improving tourism infrastructure/new developments**

The number of beds in existing hotels and other accommodations is very limited/small. Also as majority of tourist accommodation are private houses, apartments and rooms, these offer very minimal services and extras expected in larger hotel brands. There are only a limited number of international hotel brands operating in Albania e.g., Hilton Garden Inn opened 2018; Best Western Premier Ark Hotel built 2009 and renovated in 2020; the 'San Pietro Resort' in Durrës, one of the biggest hotel groups invested in the capital city project known as the 'Eye of Tirana'. A 5-star superior hotel will be built in Tirana, by Concord Group in partnership with the Spanish Melia group.

Created Tourism Improvement Districts (TIDs) to increase the number of overnight visitors in a particular area.

Key features that give Tirana global appeal

- historical attractions – ancient ruins and fortifications, e.g., Petrelë Castle, Kapllan Pasha Tomb
- architecture – including Renaissance Revival architecture (Neo-Renaissance)
- Skanderbeg Square; Clock Tower of Tirana (19th century Ottoman), Et'hem Bey Mosque
- shopping – Tirana is still home to many Turkish bazaars, e.g., traditional bazaars 'Myslym Shyri' and 'Medreseja' Streets New Bazaar at Avni Rustemi Square; also 'Tregu i Madh (the Big Market)'
- Scenery e.g., Mount Dajti National Park (considered by the people of Tirana as the Natural Balcony of Tirana)
- authentic experience, unspoilt destination
- Tirana is close to beautiful beaches on the coast e.g., 37 km from the beach at Durres, just 45 minutes by road.
- Affordable, when compared to other European countries

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.	<ul style="list-style-type: none"> • Demonstrates isolated elements of knowledge and understanding of the key aspects affecting the appeal of the global destination, with generalised comments made. • Little or no attempt to use the research 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. 	<ul style="list-style-type: none"> • Demonstrates adequate knowledge and understanding of the key aspects affecting the appeal of the global destination. • Attempts to use research through the selection of some relevant examples to support answer. • Attempts to use the information in the Information Booklet, demonstrating some awareness of how it relates to the given destination. 	<ul style="list-style-type: none"> • Demonstrates good knowledge and understanding of the key aspects affecting the appeal of the global destination. • Logical connections made to the research through the selection of relevant examples to support answer. • Uses the information in the Information Booklet, with some links made to the given destination. 	<ul style="list-style-type: none"> • Demonstrates comprehensive knowledge and understanding of the key aspects affecting the appeal of the global destination. • Sustained and comprehensive links made to the research through the selection of a wide range of relevant examples to support answer. • Uses the information in the Information Booklet, with relevant links made to the given destination.

Activity 2 – Travel itineraries for a tour of national parks in the United States of America (USA)

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	
<p>The customers’ needs:</p> <ul style="list-style-type: none"> • tour of famous national parks in the USA, including the Grand Canyon • two weeks to travel • a budget of £3000 per person • one of them has a food allergy • two have driving licences valid in the USA • opportunities for adventurous activities. <p>Responses may refer to the following factors:</p> <p>Option 1 – Fly Drive tour - Canyons and Rocks of Arizona</p> <p>Advantages</p> <ul style="list-style-type: none"> • Stop when they want and travel at their own pace • Two of them can share driving so everyone can enjoy the views • Can get off the beaten track with four-wheel drive vehicle • Satnav helps with planning a driving route 	16 marks

<ul style="list-style-type: none"> • Is 13 days so within time allowance • Offers some walking and an exciting/adventurous helicopter trip over Grand Canyon • Breakfast is included • Well within budget so they can afford to go on adventurous rafting and mule trips • If hotel is in town they can go out to eat in restaurants/go to bar. <p>Disadvantages</p> <ul style="list-style-type: none"> • Could be tiring as there could be a lot of time wasted driving • Vehicle may be uncomfortable/cramped • Only one night stopovers in hotels so will be packing and unpacking, living from a suitcase • Tour only visits two national parks/restricted to Arizona • May have less choice of food due to allergy risk, also have to remember to check • May not be so interested in the historical/cultural aspects • May lead to disagreements with one person not helping with the driving. <p>Option 2 - Motorhome tour - Las Vegas and Canyonlands</p> <p>Advantages</p> <ul style="list-style-type: none"> • They are travelling with everything they need so they can stop/rest/make a meal and set off when they want • Visits six national parks so most extensive itinerary • Might be able to get off the beaten track depending on road conditions • Offers range of adventurous activities at Lake Powell, rock climbing in Canyonlands NP • Will have everything with them so no need to pack/unpack every day • Can accommodate all three friends in separate sleeping areas • Is the cheapest option • Can prepare their own food, will help the one with food allergy as will know all ingredients. <p>Disadvantages</p> <ul style="list-style-type: none"> • Could be quite stressful if not used to driving a motorhome/large vehicle • Added stress of finding campsites to stay overnight • Hard work finding a parking space as motorhome is so big 	
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- Could be really tiring as there is a lot to see/long distances to drive
- Could be cramped and may lead to fallouts
- Needs some preplanning and day trips/tours will need to fit into schedule
- If campsites are out of town there could be nothing to do at night.

Option 3 – Guided Group tour - National Parks of Western USA

Advantages

- Tour leader so reassured and expert advice
- Covers five national parks so will see a lot
- Will be very comfortable in the luxurious/spacious minivan
- No driving so can enjoy the views and relax
- Will be able to accommodate food intolerances as more personalised
- Varied opportunities for adventure to go exploring, hiking
- More time spent in one place so should be more rested/do more
- Small group size
- Chance to make friends/meet new people.

Disadvantages

- Will have to be sociable and could be an effort if do not like the others in the group
- Tied to the tour's itinerary so may be inflexible
- Fewer opportunities for adventurous activities
- Some very long journeys may be tiring/boring if scenery doesn't change as travelling all day
- The most expensive option and may take them over budget with the cost of canyon flights and meals
- Shortest duration – could stay longer but will take them over budget
- Risk of being overwhelmed/too many sites to fully appreciate merits of individual parks.

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.	<ul style="list-style-type: none"> 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. 	<ul style="list-style-type: none"> 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. 	<ul style="list-style-type: none"> 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. 	<ul style="list-style-type: none"> 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	
<p>Learners may take different approaches to how they present their evaluation and justified recommendation. Within the approach taken responses may refer to:</p> <p>Finland Availability of <i>new experiences</i> for visitors</p> <p>Winter – Lapland</p> <ul style="list-style-type: none"> • watch the northern lights/aurora borealis at the Snow Village • go sledding with huskies • sleep in a glass igloo, Snow Hotel or an ice hotel • holiday on an island by frozen Lake Saimaa • ride on the Lapland Express Snowcat • visit Santa Claus village • track and watch wild reindeer • take a snowshoe hike to see Korouoma ice waterfalls • choice of electric snowmobile tours - frozen sea/forests <p>Spring/Summer – Nordic Lakes/Helsinki</p> <ul style="list-style-type: none"> • experience the midnight sun • enjoy Midsummer festivities – bonfires/saunas 	24 marks

- go on a moose safari
- try fishing in a wilderness lake
- sail around the lakes/beautiful archipelago of the Bothnian Bay
- hire a 'Fatbike' and take a tour of the Arctic Adventure Island.

Influence of *accessibility* from the UK and within Finland on popularity and appeal

- Frequent flights from UK
- Short flight time – London to Helsinki is just under three hours
- Direct flights available from range of airlines including KLM, Delta
- Finnair offers direct flights from Manchester, approx. £400 return
- Flights available from other main regional airports including Birmingham and Leeds
- Developed transport network – 21 airports.
- Helsinki Airport is the main gateway for international arrivals.
- Has one of the best public transport networks in the world.
- In Lapland long distances between petrol stations so requires planning ahead.

Influence of *availability* of attractions and holidays on popularity and appeal

- Becoming a more mainstream destination and a lot of tour operators now include Finland including Tui and Inghams
- Suitable for short breaks as not too far from UK
- Popular with families – visiting the home of Santa Claus
- Can offer holidays year-round though winter Dec–March good for snowy landscapes and activities, June–August best for warm weather and endless daylight
- Offers extensive range of outdoor attractions.

Argentina

Availability of *new experiences* for visitors

- Watch a polo game – Buenos Aires
- See an authentic tango show – Buenos Aires
- Wilderness and glacier walks - Patagonia
- Unique wildlife tours – Iguazu falls
- Learn about the gauchos, horse riding - Pampas
- Whale watching and penguins – Peninsular Valdes
- Skiing in the world’s most southerly ski resorts – Ushuaia
- Cruise to the edge of a glacier.

Influence of *accessibility* from the UK and within Argentina on popularity and appeal

- A long flight from the UK – mainly from London Heathrow so at least two transfers likely
- Holidays likely to involve travelling between destinations could be tiring
- Travel in Argentina will require internal flights – time consuming and may not appeal to everyone.

Influence of *availability* of attractions and holidays on popularity and appeal

- A more exclusive destination
- Will appeal to those who want an authentic experience and be amongst the first to visit
- Costly to visit
- May not appeal to those customers restricted to school holidays
- Some highly unique and unforgettable attractions
- As in southern hemisphere peak season will be September to April so good for winter holiday destination from UK

- Most UK winter holidays are 'winter sun' so Argentina offers a new, diverse option.

Recommendation of the destination for promotion will be supported by justified conclusions from the learner's research on Finland and use of the information on Argentina 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.	<ul style="list-style-type: none"> Limited evaluation of basic information 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. Recommendation on destination is given, with limited justification. 	<ul style="list-style-type: none"> Partially developed evaluation with consideration of points of comparison, but there may be more emphasis on one factor than the others. 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. Recommendation on destination is given, with justifications which are occasionally supported by the application of relevant evidence. 	<ul style="list-style-type: none"> Developed evaluation, with consideration of competing arguments about factors affecting the popularity and appeal of the destinations. 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. Recommendation on destination is given, with justifications, which are supported by the application of relevant evidence. 	<ul style="list-style-type: none"> 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. 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, which is fully supported throughout by sustained application of relevant evidence.

Synthesising ideas and evidence to support recommendations.	0	1-2	3-4	5-6	7-8
	No rewardable material.	<ul style="list-style-type: none"> • Demonstrates isolated links between ideas drawn from research and Information Booklet. • Limited synthesis of evidence. 	<ul style="list-style-type: none"> • Demonstrates partial links between ideas drawn from research and Information Booklet. • Partial synthesis of evidence. 	<ul style="list-style-type: none"> • Demonstrates sustained links between ideas drawn from research and Information Booklet. • Developed and coherent synthesis of evidence. 	<ul style="list-style-type: none"> • Demonstrates sustained and comprehensive links between ideas drawn from research and Information Booklet. • Comprehensive synthesis of evidence.



Llywodraeth Cynulliad Cymru
Welsh Assembly Government

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