



# Mark Scheme (Results)

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 points.

## **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 key features that make Banff National Park suitable for holidays all-year round and the suitability for adventure tourism.**

#### **Key features that make Banff National Park suitable for all-year round holidays**

- The National Park is open all year
- Winter brings snow and is cold, frosty and sunny – ideal for activities such as skiing or snowboarding on Mount Norway; or ice skating on the rink on frozen Lake Louise
- Autumn offers beautiful scenery with the changing colours of the larch trees attracting photographers and painters
- The lakes in the national park offer different activities and experiences - in the warmer spring/summer months scenic boat tours on Lake Minnewanka to Devil’s Gap are popular
- Brewster Stables organises summer trail rides to a teahouse, as well as a full-day expedition ride up to Paradise Valley. In winter they organise horse-drawn sleigh rides around the shore of Lake Louise
- Gondola takes people up Sulphur Mountain
- The weather can sometimes be wet even in the summer but in Banff visitors could play golf or take a scenic drive on part of the Icefields Parkway (Highway 93)
- Great Divide Nature Interpretation offer private, guided hikes with themes based on glaciers, grizzlies, birding, autumn leaves
- Bow River for fly-fishing, self-guided kayaking, and guided river float trips
- One popular feature and a way to enjoy the scenery is the range of mountain biking circuits, loops and trails such as Middle Springs or the exposed Tunnel Bench loop for the more adventurous

#### **Key features that make Banff National Park suitable for adventure tourism**

- The dramatic mountains of Mt Norquay and around Lake Louise ski have long, cold winters with high amounts of snowfall and offer skiing, snowboarding
- A challenging hike for late summer is the Plain of the Six Glaciers Trail. It is about an eight mile circular loop along the lakeshore of Lake Louise and up a glacial valley
- Weather in summer is warm but not too hot and quite dry so this is ideal for strenuous activities such as rock climbing and scrambling or climbing the via ferrata on Mt Norquay
- Scuba diving the sunken ruins of Lake Minnewanka, this is popular in October and best done in warmer weather
- River rafting along the Bow River cascades with Rocky Mountain Raft Tours

### 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.	<b>0</b>	<b>1-5</b>	<b>6-10</b>	<b>11-15</b>	<b>16-20</b>
	No rewardable material.	<ul style="list-style-type: none"> <li>• Demonstrates isolated elements of knowledge and understanding of the key aspects affecting the appeal of the global destination, with generalised comments made.</li> <li>• Little or no attempt to use the research to support answer.</li> <li>• Little or inappropriate use of information in the information booklet, with little or no awareness of how it relates to the given destination.</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrates adequate knowledge and understanding of the key aspects affecting the appeal of the global destination.</li> <li>• Attempts to use research through the selection of some relevant examples to support answer.</li> <li>• Attempts to use the information in the information booklet, demonstrating some awareness of how it relates to the given destination.</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrates good knowledge and understanding of the key aspects affecting the appeal of the global destination.</li> <li>• Logical connections made to the research through the selection of relevant examples to support answer.</li> <li>• Uses the information in the information booklet, with some links made to the given destination.</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrates comprehensive knowledge and understanding of the key aspects affecting the appeal of the global destination.</li> <li>• Sustained and comprehensive links made to the research through the selection of a wide range of relevant examples to support answer.</li> <li>• Uses the information in the information booklet, with relevant links made to the given destination.</li> </ul>

## Activity 2 – Travel options for a journey to Vienna

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.

<b>2. Indicative Content</b>	
<p><b>Customer needs –</b></p> <ul style="list-style-type: none"><li>• Departure point Liskeard, Cornwall</li><li>• Couple in their 30s</li><li>• Travelling with a medium-sized dog</li><li>• Dog will be competing in the Dog Show on 22 and 23 May</li><li>• Extra luggage for the dog, including a wheeled travel crate</li><li>• Six days to complete the trip</li><li>• Only one person has a valid driving licence</li></ul> <p>Responses may refer to the following factors:</p> <p><b>Option 1 – Air Travel</b></p> <p><b>Advantages</b></p> <ul style="list-style-type: none"><li>• Short flights</li><li>• Shortest journey, allows most time there</li><li>• Few changes/one connection</li><li>• Dog will be in a secure area and supervised in the Pet Relief Area</li></ul> <p><b>Disadvantages</b></p> <ul style="list-style-type: none"><li>• Dog will have to travel in the aircraft hold – may be stressful</li><li>• There is not much time to change flights, risk is they may miss connecting flight</li><li>• The layover on the return is quite long</li><li>• Is the most expensive option</li><li>• Most damaging to the environment/climate/high carbon emissions</li></ul> <p><b>Option 2 – Rail and Sail</b></p> <p><b>Advantages</b></p>	<p><b>16 marks</b></p>

- Interconnected rail and sail – they will be well rested after the overnight sailing
- Dog will be safe and monitored on the boat and can exercise
- Dog can then stay with owners through the entire journey
- Can upgrade to first class, increased comfort and refreshments
- Will be able to do some sightseeing along the way
- Lots of opportunities to exercise the dog
- Save money by sleeping on the train/overnight services
- Dog will be safe and can sleep in cabin on the overnight train
- Is the cheapest option

**Disadvantages**

- Still quite a few connections, could be difficult with own luggage and dog crate
- Greater risk of delay/disruption having effect on each section
- Having so many connections could be stressful
- Dog will not be allowed to occupy a seat so could be a bit cramped

**Option 3 – Car and motorail train**

**Advantages**

- Has the flexibility of taking own car
- All luggage can stay in the car
- Dog can be transported safely
- More convenient as can travel at own pace in the UK and between the Motorail section
- Not the most expensive option

**Disadvantages**

- Will have to drive through different countries, Holland and Germany and Switzerland
- Possible extra costs of motorway tolls
- Risk of getting lost/different language/road signs
- When driving will have to stop frequently and rest as only one of them can drive
- May not have much time to prepare for the show
- Takes the longest time
- Not the cheapest option

**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.	<b>0</b>	<b>1-4</b>	<b>5-8</b>	<b>9-12</b>	<b>13-16</b>
	No rewardable material.	<ul style="list-style-type: none"> <li>Limited evaluation of the information to identify basic advantages and/or disadvantages of at least one of the travel options.</li> <li>Little consideration of customer requirements/needs.</li> <li>Recommendation on travel option offered, with limited justification.</li> </ul>	<ul style="list-style-type: none"> <li>Partially developed evaluation, with consideration of competing advantages and disadvantages but there may be more emphasis on one option than the others.</li> <li>Few links made between customer requirements/needs.</li> <li>Recommendation on travel option is given with justifications, which are occasionally supported by the application of relevant evidence.</li> </ul>	<ul style="list-style-type: none"> <li>Developed evaluation, with consideration of competing arguments advantages/disadvantages of travel options.</li> <li>Consideration of and logical links made between specific and general customer requirements/needs.</li> <li>Recommendation on travel option is given with justifications, which are supported by the application of relevant evidence.</li> </ul>	<ul style="list-style-type: none"> <li>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.</li> <li>Comprehensive consideration of and sustained links made between both specific and general customer requirements/needs.</li> <li>Recommendation on travel option is given with justifications, which are fully supported throughout by sustained application of relevant evidence.</li> </ul>



### Activity 3 – The popularity 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.

<b>3. Indicative Content</b>	
<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><b>Japan</b></p> <ul style="list-style-type: none"><li>• Japan has seen a huge increase in international tourist arrivals since 2000 from 6.7million in 2005 to 31.2 million in 2018.</li><li>• Between 2012 and 2017 visitor growth was 250% - a record for all global destinations representing a growth of 20 million visitors – this indicates Japan has experienced a significant increase in its popularity and appeal.</li></ul> <p><b>Influence of hosting <i>international sporting events</i> on popularity and appeal</b></p> <ul style="list-style-type: none"><li>• It has hosted a number of international sporting events.</li><li>• In 2019 the Rugby World Cup was broadcast around the world and in the UK coverage included highlights of the diverse cultural attractions.</li><li>• Coverage of these events will have increased the popularity of Japan as the data shows.</li><li>• Another significant factor though has been the explosion in the number of Chinese tourists. Japan has benefited due to its proximity to China, so part of the increase in Japan’s popularity could be linked to the increase in the number of people from China travelling.</li></ul> <p><b>Influence of <i>image and promotion</i> on popularity and appeal</b></p> <ul style="list-style-type: none"><li>• Japan is often promoted as being safe and the people friendly and welcoming.</li><li>• The government has set ambitious targets for tourism – 40 million by 2020 and 60 million by 2030 and this is supported by extensive promotions and marketing overseas.</li><li>• Increased investment in digital marketing and more focus on tourist-friendly amenities.</li><li>• New projects include free Wi-Fi service in rail stations and bullet trains, more accessible taxi apps, and the new multi foreign-language signage, smartphone guide apps, and maps in key tourist hotspots.</li><li>• The fastest-growing tourism issue is Japan’s tourism imbalance between popular destinations and lesser-known cities and regions</li><li>• JNTO, Japan National Tourism Organization, which handles the promotion of tourism abroad, is working to change perceptions of Japan by research and advertising campaigns targeting long-haul visitors.</li><li>• Consumer research to identify, develop and promote future tourism based on seven visitor themes of cuisine, tradition, nature, city, relaxation, art, and the outdoors.</li></ul>	<p><b>24 marks</b></p>

- Japanese officials are also forming private sector partnerships to help boost hotel capacity. A new Ritz Carlton development in Nikko, a UNESCO World Heritage Site, and new Hilton properties in Hiroshima and Nagasaki.
- A variety of independent and luxury chains have announced openings in the country.

### **Brazil**

- Visitor numbers show a very slow increase since 2000.
- As visitor numbers from 2000 to date show only a slight increase, from 5.31m to 6.62m in 2018, there is no indication that there has been an increase in the popularity and appeal of Brazil.

### **Influence of hosting *international sporting events* on popularity and appeal**

- Brazil hosted the FIFA World Cup in 2014 – and this attracted a further 1 million visitors since 2013.
- When the Olympic and Paralympic Games were held in 2016, there was less than half a million extra visitors than received in 2015.
- Whilst the years following international sporting events show some increase in visitor numbers it is slight.
- No indication that hosting the Olympic and Paralympic Games made Brazil more appealing/popular attracted more foreign visitors.
- The cost of hosting these events is substantial and will have added pressure on the economy making Brazil less able to maintain infrastructure and develop tourism – this would not help the country with its appeal.
- Tourists that visited the Games were mainly from the US and Argentina suggesting that these are the main tourism generating regions for Brazil – visitors from the US can access a wide range of destinations that will be competing with Brazil’s appeal.

### **Influence of *image and promotion* on popularity and appeal**

- Brazil received quite significant negative publicity prior to the Games and during when visitors were warned of the threat of crime and ‘no go areas’ for tourists.
- Negative media coverage of an increasing murder rate and trouble between rival drug gangs.
- Elevated risk of crime during large events.
- Images of Rio de Janeiro during the Games highlighted a contrast between very affluent areas and the glamour of Copacabana with images of poverty in the slum areas/favelas.
- Other negative images in summer 2019 of vast areas of the Amazon rainforest burning and complaints about the president would also be unappealing to potential visitors/tourists.
- The location of Brazil may hinder the growth of tourism and its appeal as many countries in South America may not have the infrastructure or strong enough economies to support outbound tourism to Brazil.
- Other than the US the largest tourist generating areas are quite a distance from Brazil, so this may further deter visitors from overseas and reduce its appeal.

**Recommendation of the destination for promotion will be supported by justified conclusions from the learner’s research on Japan and use of the information on Brazil 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.	<b>0</b>	<b>1-4</b>	<b>5-8</b>	<b>9-12</b>	<b>13-16</b>
	No rewardable material.	<ul style="list-style-type: none"> <li>Limited evaluation of basic information affecting the popularity and appeal of the destinations.</li> <li>Use of research is mostly generic and theoretical, rather than focusing on popularity and appeal of the destinations.</li> <li>Recommendation on destination is given, with limited justification.</li> </ul>	<ul style="list-style-type: none"> <li>Partially developed evaluation with consideration of points of comparison, but there may be more emphasis on one factor than the others.</li> <li>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.</li> <li>Recommendation on destination is given, with justifications which are occasionally supported by the application of relevant evidence.</li> </ul>	<ul style="list-style-type: none"> <li>Developed evaluation, with consideration of competing arguments about factors affecting the popularity and appeal of the destinations.</li> <li>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.</li> <li>Recommendation on destination is given, with justifications, which are supported by the application of relevant evidence.</li> </ul>	<ul style="list-style-type: none"> <li>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.</li> <li>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.</li> <li>Recommendation on destination is given, which is fully supported throughout by sustained application of relevant evidence.</li> </ul>

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"> <li>Demonstrates isolated links between ideas drawn from research and information booklet.</li> <li>Limited synthesis of evidence.</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrates partial links between ideas drawn from research and information booklet.</li> <li>Partial synthesis of evidence.</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrates sustained links between ideas drawn from research and information booklet.</li> <li>Developed and coherent synthesis of evidence.</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrates sustained and comprehensive links between ideas drawn from research and information booklet.</li> <li>Comprehensive synthesis of evidence.</li> </ul>

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Llywodraeth Cynulliad Cymru  
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