

Write your name here

Surname					Other names				
Centre Number					Learner Registration Number				
Pearson BTEC Level 1/Level 2 First Award					<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>				
<h1>Travel and Tourism</h1> <h2>Unit 1: The UK Travel and Tourism Sector</h2>									
Friday 6 June 2014 – Afternoon					Paper Reference				
Time: 1 hour					<b>21474E</b>				
You do not need any other materials.								Total Marks	

### Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and learner registration number.
- Answer **all** questions.
- Answer the questions in the spaces provided – *there may be more space than you need.*

### Information

- The total mark for this paper is 50.
- The marks for **each** question are shown in brackets – *use this as a guide as to how much time to spend on each question.*

### Advice

- Read each question carefully before you start to answer it.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

P45320A

©2014 Pearson Education Ltd.

1/1/1



PEARSON

Answer ALL questions.

Some questions must be answered with a cross in a box ☒. If you change your mind about an answer, put a line through the box ☒ and then mark your new answer with a cross ☒.

1 (a) (i) What type of visitor attraction is a theme park? (1)

- A Natural
- B Purpose-built
- C Heritage
- D Recreation

(ii) One of the roles of a theme park is to provide entertainment.

State **two** products or services that theme parks offer to provide entertainment. (2)

1 .....

.....

2 .....

.....

(b) Identify **one** role of the Civil Aviation Authority (CAA). (1)

- A Retail sales
- B Encourage visitors
- C Regulation and protection
- D Flights and transfers

(c) A national tourism agency is one type of tourism development and promotion organisation.

State **one** other type of tourism development and promotion organisation. (1)

.....

.....



(d) One role of a passenger transport organisation is to provide transport from one location to a selected destination.

State **one** other role of a passenger transport organisation.

(1)

.....

.....

**(Total for Question 1 = 6 marks)**



2 In 2013, County Fermanagh in Northern Ireland hosted a large, five-day conference for international governments.

(a) The conference in County Fermanagh is one type of business travel. The types of business travel are sometimes referred to by the abbreviation MICE.

What does the I in MICE commonly stand for?

(1)

- A Innovative
- B Inclusive
- C Indirect
- D Incentive

(b) The conference led to an increase in direct spending by business travellers, which was circulated throughout County Fermanagh's economy on indirect products and services.

State the name of this process.

(1)

(c) The conference also led to an increase in direct employment in the area.

Define the term direct employment.

(1)

(d) During the conference a local laundry company employed a temporary assistant.

Explain **one** reason why the conference had this impact on the laundry company.

(2)

.....

.....

.....

.....



(e) (i) The conference had a positive impact on many organisations in County Fermanagh, however the benefits were not sustainable.

Outline **two** principles of sustainable tourism.

(2)

1 .....

.....

2 .....

.....

Politicians and news reporters from across the world travelled to the area to attend the large five-day conference for international governments.

(ii) Explain **two** ways that organisations in County Fermanagh can build on the success of the conference to make tourism in the local area more sustainable.

(4)

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(Total for Question 2 = 11 marks)



3 The Heritage Trust is a type of organisation in the travel and tourism sector.



We have over 1 million members.  
We protect over 350 historic houses,  
gardens and ancient monuments.  
More than 6 million people visit  
our properties.

We are a registered  
charity and rely heavily  
on membership fees to  
fund our work.

Play your part in  
protecting these  
historic properties.

**Join today!**



(a) Identify this type of organisation.

(1)

- A Public
- B Private
- C Voluntary
- D Government



(b) (i) Identify **two** main functions of The Heritage Trust.

(2)

- A** Educate visitors
- B** Increase market share
- C** Enforce regulation
- D** Promote preservation
- E** Pay shareholders

(ii) One of the characteristics of an organisation such as The Heritage Trust, is that it is funded by membership fees.

Give **one** other source of funding for this type of organisation.

(1)

---

**(Total for Question 3 = 4 marks)**

---



4

Hugo is flying from Manchester to Southampton.

To continue his onward journey he hires a vehicle from car hire company proCar, which is based at Southampton Airport.

A car hire company is an example of an ancillary organisation.

- (a) Give **one** other example of an ancillary organisation in the travel and tourism sector.

(1)

The relationship between Southampton Airport and proCar is an example of a commercial partnership.

Increased sales and income is one advantage of a commercial partnership.

- (b) Explain **two** ways that this commercial partnership can increase the sales and income for Southampton Airport and proCar.

(4)

(Total for Question 4 = 5 marks)





**BLANK PAGE**  
**QUESTION 5 IS ON THE NEXT PAGE.**



- 5 The use of consumer technology is now an essential part of the travel and tourism sector.

One type of consumer technology is mobile applications.

The image shows how an airline uses this type of consumer technology.



- (a) Identify the purpose of this mobile application.

(1)

- A** Security
- B** Entertainment
- C** Communication of information
- D** Reviews from customers



(b) A museum has recently introduced touch screen technology to help visitors with the interpretation of exhibits.

(i) Give **two** other examples of technology that museums use to help visitors with the interpretation of exhibits.

(2)

1 .....

.....

2 .....

.....

(ii) Explain **one** disadvantage for the museum of using technology to help with the interpretation of exhibits.

(2)

.....

.....

.....

.....

(c) Go Coaches is a national coach company.

It is considering moving to a new system where customers will be able to buy mobile tickets (m-tickets).

(i) What is an m-ticket?

(1)

.....

.....

(ii) Explain **one** advantage for Go Coaches of selling m-tickets.

(2)

.....

.....

.....

.....

**(Total for Question 5 = 8 marks)**



6 A festival organiser is arranging a three-day arts and music festival. It will be held in a large country park. Car parking and a campsite will be available within the park.

(a) Give **two** advantages of camping for people going to the festival.

(2)

.....

.....

.....

.....

Mr and Mrs Shah have two young children and want to camp at the festival.

However, they are aware that it may be difficult to keep their children safe when camping.

(b) Explain **one** way camping can be made safe for families with children at the festival.

(2)

.....

.....

.....

.....

**(Total for Question 6 = 4 marks)**



7 Budget-Stay is a low-cost hotel brand, operating a chain of hotels in 600 locations across the UK. Between 2011 and 2014, customer numbers have increased significantly.

Explain **two** reasons why low-cost hotel brands like Budget-Stay have been successful in increasing their customer numbers.

(4)

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

(Total for Question 7 = 4 marks)



- 8 VisitWales is the national tourism agency for Wales. The agency has limited funds to develop and promote tourism in the country.

The table shows some data about tourism in Wales.

	<b>2010</b>	<b>2011</b>	<b>2012</b>
Number of domestic trips	8.7 million	9.7 million	9.6 million
Total spend of domestic trips	£1400 million	£1700 million	£1600 million
Average spend per domestic trip	£161	£175	£167
Number of inbound trips	869,000	879,000	900,000
Total spend of inbound trips	£325 million	£328 million	£346 million
Average spend per inbound trip	£374	£373	£384

(Source: adapted from VisitWales)



Using data from the table, evaluate whether VisitWales should use its funds to develop and promote inbound tourism or domestic tourism.

(8)

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

**(Total for Question 8 = 8 marks)**

**TOTAL FOR PAPER = 50 MARKS**





**BLANK PAGE**

