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Pearson BTEC
Level 1/Level 2
First Award

Centre Number	Learner Registration Number
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Travel and Tourism

Unit 1: The UK Travel and Tourism Sector

Monday 16 May 2016 – Morning Time: 1 hour	Paper Reference 21474E
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You do not need any other materials.	Total Marks
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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 ►

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Answer ALL questions. Write your answers in the spaces provided.

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) Identify **two** examples of inbound tourism to the UK.

(2)

- A A solo traveller from Wales visiting Spain
- B A group from England visiting Greece
- C A couple from Switzerland visiting Scotland
- D A family from Northern Ireland visiting France
- E A student from Singapore visiting Wales

(b) Identify **two** reasons for leisure travel.

(2)

- A Visiting friends
- B Business meeting
- C Conference
- D Short break
- E Interview

(c) What does the term Gross Domestic Product (GDP) mean?

(1)

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(Total for Question 1 = 5 marks)

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2 One service offered by travel agencies is the booking of package holidays that include accommodation and flights.

(a) Identify **three** other products and/or services provided by travel agencies.

(3)

1

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2

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3

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(b) Identify **two** products and/or services provided by a visitor attraction.

(2)

1

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2

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(c) One role of a visitor information centre is to provide information, advice and guidance.

Identify **one** other role of a visitor information centre.

(1)

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(Total for Question 2 = 6 marks)



P 4 6 7 5 6 A 0 3 1 2

3 Organisations in the travel and tourism sector use a range of technologies.

(a) (i) Give **two** advantages for organisations of providing an online booking option.

(2)

1

2

(ii) Other than online booking, name **two** uses of technology that have changed the customer experience at airports.

(2)

1

2

Franco and nine of his friends are booking a last minute overseas holiday. They are considering whether to book online or use the services of a travel agency.

(b) Explain **two** disadvantages for Franco and his friends of booking their holiday online.

(4)

1

2

(Total for Question 3 = 8 marks)

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4 Identify **two** characteristics of voluntary organisations in the travel and tourism sector.

1

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2

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(Total for Question 4 = 2 marks)

5 One key organisation within the travel and tourism sector is the ORR.

(a) What does ORR stand for?

(1)

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UKinbound is a trade and professional body in the travel and tourism sector.

(b) Identify **two** roles of UKinbound.

(2)

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(Total for Question 5 = 3 marks)

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6 Tourist destinations can become more sustainable by protecting their natural environment.

(a) Explain **two** ways in which tourist destinations can protect their natural environment.

(4)

1

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2

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(b) Explain **one** way that sustainable tourism can create indirect employment for local people.

(2)

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(Total for Question 6 = 6 marks)

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7 Country Escape is a holiday cottage rental company. It has formed a partnership with Tarn Hotels, who have 80 hotels across the country. The partnership gives Country Escape guests free use of the leisure facilities at the nearest Tarn Hotel to their rental cottage.

Explain **two** advantages for Tarn Hotels of its partnership with Country Escape.

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(Total for Question 7 = 4 marks)

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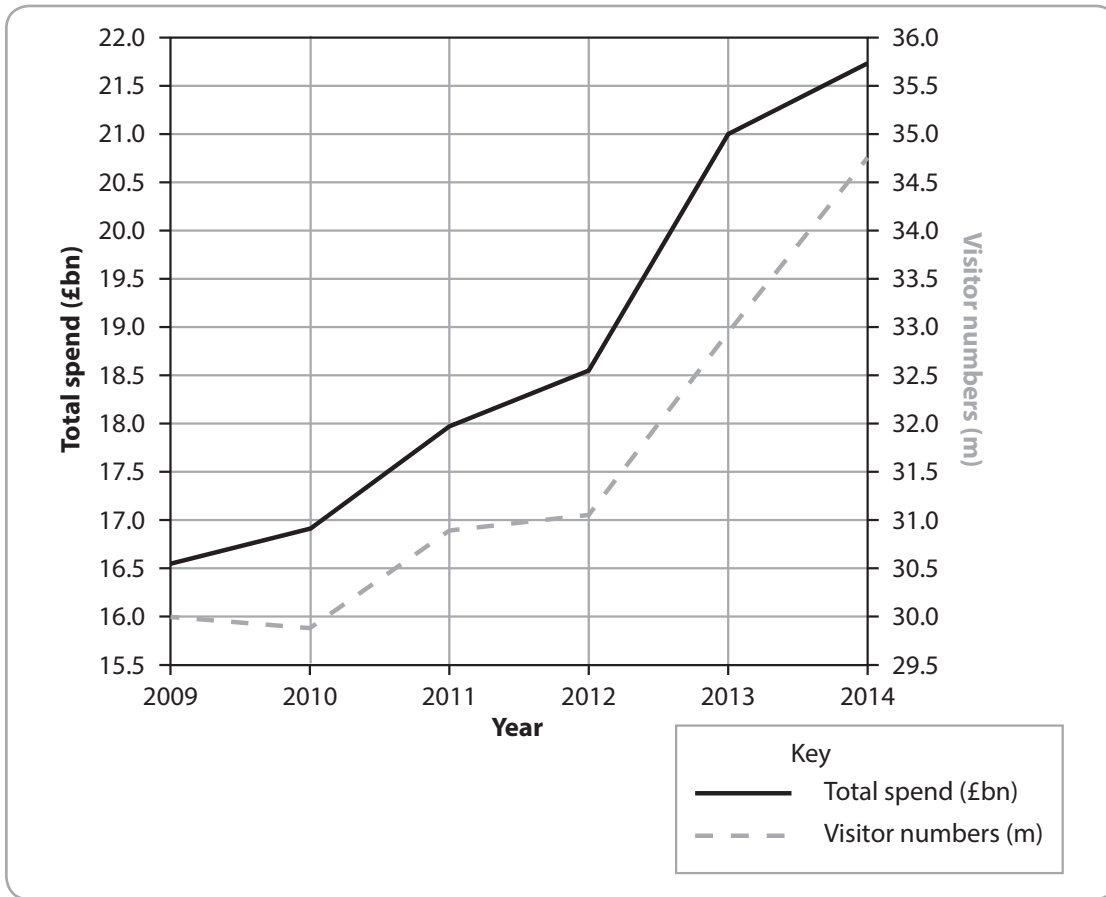
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Read the following information before answering Question 8.

Inbound Tourism to the UK – Visitor Numbers and Total Spend



(Source: International Passenger Survey 2014, Office for National Statistics)

8 The changing number of inbound visitors and their associated spend can effect the UK economy, including direct and indirect employment.

Explain **two** other effects the changing number of inbound visitors and their associated spend, can have on the UK economy.

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(Total for Question 8 = 4 marks)



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9 Royal River Cruises is a small UK- based tour operator providing specialist river cruise holidays in Europe. It is being taken over by International Cruises, a global cruise company, based in the United States of America. Royal River Cruises will become part of this large corporate group.

Explain **two** disadvantages for Royal River Cruises of being part of this large corporate group.

1

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2

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(Total for Question 9 = 4 marks)

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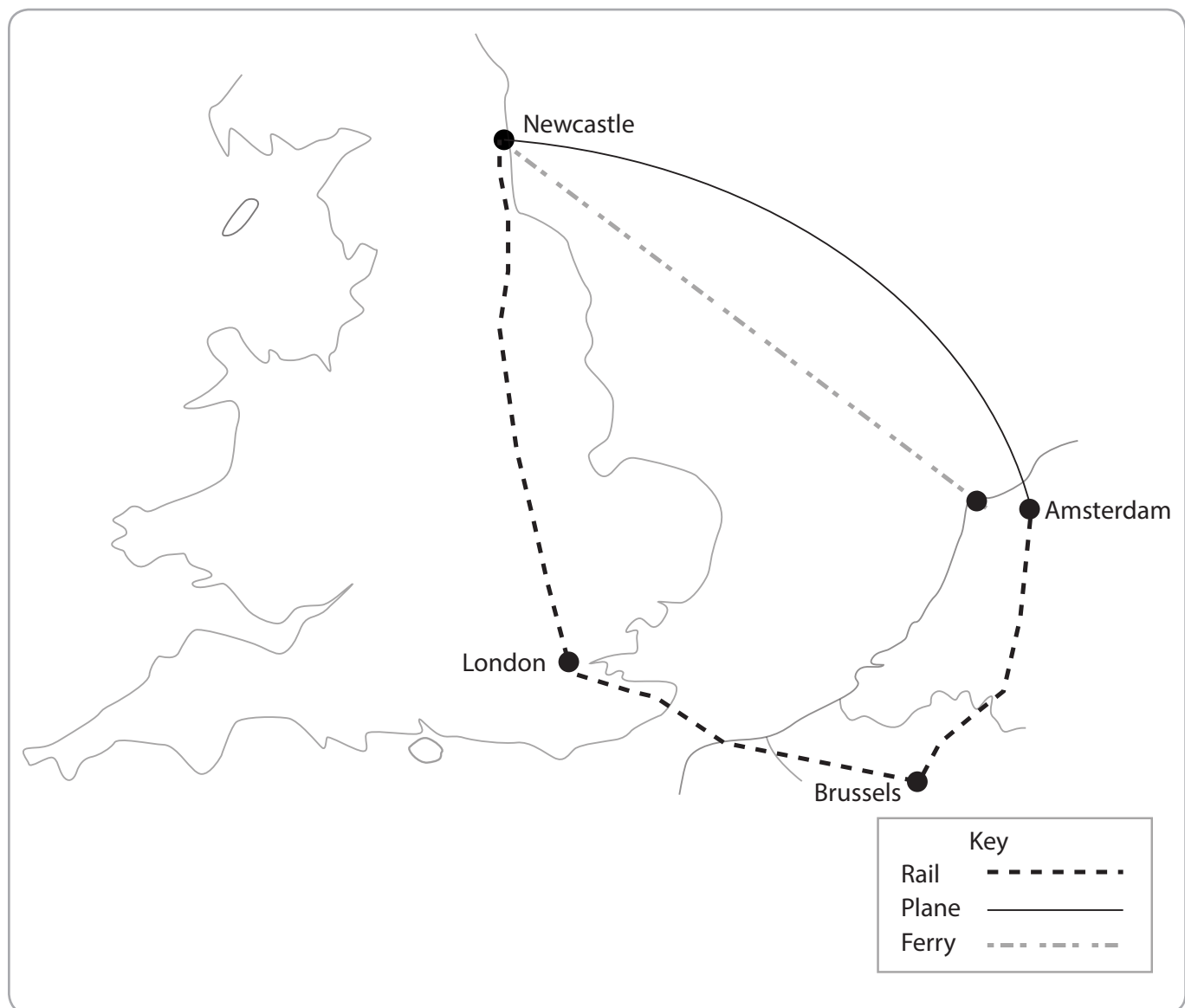


10 Great Northern High School in Newcastle is considering the transport options for a four-day school trip to Amsterdam. The group will consist of five members of staff and 43 students, aged between 15 and 16.

The transport options are:

- Option 1 – Ferry: Overnight ferry from Newcastle to the Netherlands and then transfer by coach from the port to Amsterdam city centre
- Option 2 – Air: Direct flight from Newcastle Airport to Amsterdam Airport
- Option 3 – Rail: Direct train from Newcastle to London, transfer to Eurostar changing trains in Brussels

Transport routes between Newcastle and Amsterdam



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Evaluate the most suitable transport option for the school and the students.

(8)

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(Total for Question 10 = 8 marks)

TOTAL FOR PAPER = 50 MARKS

