

Write your name here

Surname					Other names				
Centre Number					Learner Registration Number				
Pearson BTEC Level 1/Level 2 First Award									

Travel and Tourism

Unit 1: The UK Travel and Tourism Sector

Monday 15 May 2017 – Morning Time: 1 hour	Paper Reference 21474E
-----------------------------------------------------	----------------------------------

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 ►

P48311A

©2017 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 One reason for specialist travel is dark tourism.

(a) (i) Identify **two** other reasons for specialist travel.

(2)

- A Holiday parks
- B Cultural heritage
- C Short breaks
- D Voluntary work
- E Day trips

(ii) One reason for leisure travel is VFR.

What does VFR stand for?

(1)

One reason for business travel is MICE.

- 'M' stands for meetings
- 'I' stands for incentives
- 'E' stands for events

(iii) What does the 'C' in MICE stand for?

(1)

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



Airport services are one type of ancillary organisation.

(b) (i) Give two **other** types of ancillary organisation.

(2)

1

2

(ii) Name **one** trade/professional body within the travel and tourism sector.

(1)

.....

.....

(Total for Question 1 = 7 marks)

.....



DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

2 One type of visitor attraction is purpose built.

(a) (i) Identify **one** other type of visitor attraction.

(1)

- A Serviced
- B Natural
- C Concierge
- D Domestic

One example of a purpose built visitor attraction is a theme park.

(ii) Give two **roles** of theme parks.

(2)

1

.....

2

.....

Fantasy World is a theme park.

(b) (i) Identify **two** ways that Fantasy World can use its customer website.

(2)

- A Reviews
- B Share database
- C Virtual tours
- D Infrastructure
- E Check in

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



(ii) Fantasy World has an online ticket booking service.

Give four **advantages** of an online ticket booking service for **Fantasy World**.

(4)

1

2

3

4

(Total for Question 2 = 9 marks)

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



3 There are specific safety risks for cruise ship passengers.

Explain two **ways** cruise ship operators keep their passengers safe.

1

.....

.....

.....

2

.....

.....

.....

(Total for Question 3 = 4 marks)

4 There are many different types of accommodation in the travel and tourism sector.

Explain two **reasons** why camping is a suitable choice of accommodation for **families**.

1

.....

.....

.....

2

.....

.....

.....

(Total for Question 4 = 4 marks)

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



5 Castle Tours is a domestic travel agent specialising in coach holidays and tours around the UK.

ABB Travel, a large inbound tour operator for Chinese visitors, is seeking to merge and takeover Castle Tours.

(a) Explain two **disadvantages** of becoming part of ABB Travel for **Castle Tours**.

(4)

1

2

(b) State two **services** that ABB Travel may offer its Chinese customers, **other** than tours and coach holidays.

(2)

1

2

(Total for Question 5 = 6 marks)



6 Use the data in the table to answer questions 6 (a) and (b).

Inbound Tourism to the UK – Country of Origin and Total Visitor Spend

Top 10 Source Markets	
	Spend (£m)
Australia	1,224
France	1,434
Germany	1,478
Irish Republic	870
Italy	922
Netherlands	701
Norway	548
Spain	1,082
Sweden	503
United States of America	2,944

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

(a) Identify the country with the **lowest** total visitor spend.

(1)

.....

.....

(b) Identify the total spend for visitors from **France**.

(1)

.....

.....

(Total for Question 6 = 2 marks)

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



7 Francis is booked on the 6am flight from Birmingham Airport on Tuesday to attend a business meeting in Paris.

On Monday evening, he stays at the AirPlus Hotel at Birmingham Airport. He parks for free in the hotel car park and walks to the terminal using the hotel's linked walkway.

The relationship between Birmingham Airport and AirPlus Hotel is an example of a commercial partnership.

Increased income and sales are advantages of a commercial partnership.

Explain **one** way this commercial partnership can increase the sales and income for **AirPlus Hotel**.

.....

.....

.....

.....

.....

.....

(Total for Question 7 = 2 marks)

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



8 Linton Woods Trust is a voluntary organisation that maintains a historical woodland.

Visitors to the woodland can see how traditional wooden furniture and crafts are made and learn about how Linton Woods is protected.

It has over 30 volunteers of different ages from the local community.

Explain two **ways** Linton Woods Trust is meeting the principles of **sustainable tourism**.

1

.....

.....

.....

.....

2

.....

.....

.....

.....

(Total for Question 8 = 4 marks)

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



9 Stay Inn is a budget hotel chain operating hotels in 700 locations across the UK. The business is very successful, and customer numbers continue to increase. Between 2015 and 2016 sales increased by 15% and more hotels are planned for 2018.

Explain two **reasons** why low-cost budget hotels such as Stay Inn have been successful in increasing their customer numbers.

1

.....

.....

.....

2

.....

.....

.....

(Total for Question 9 = 4 marks)

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



- 10 The Tour de France is a 21 day long cycle race watched by people in over 188 countries around the world. The main race takes place in France but the opening stage, the 'Grand Depart', is held in a different country.

2014 'Grand Depart', Yorkshire data

It took two years to prepare and coordinate businesses and local councils for the 'Grand Depart'. It involved road closures, tightened security, temporary car parks and campsites and the help of hundreds of volunteers.

The total cost of hosting the three-day 'Grand Depart' in England was approximately £30m, mainly paid for by local councils.

In 2014 the total number of visitors to the Yorkshire Dales was 3.7 million, an increase of 6%, generating £240 million.

In 2014, 94% of visitors to the Yorkshire Dales said they were likely to return.

The first 'Tour de Yorkshire', a three-day cycle race across the county of Yorkshire, was launched in 2015. It is estimated to have generated £50 million for the region.

Evaluate the effects of hosting international sporting events, such as the Tour de France 'Grand Depart', for local economies.

(8)

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

Handwriting practice area with 20 horizontal dotted lines.

(Total for Question 10 = 8 marks)

TOTAL FOR PAPER = 50 MARKS





DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

BLANK PAGE



DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

BLANK PAGE



P 4 8 3 1 1 A 0 1 5 1 6

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

BLANK PAGE

