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Pearson BTEC Level 1/Level 2 First Award									

Travel and Tourism

Unit 1: The UK Travel and Tourism Sector

Thursday 11 January 2018 – 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.

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** reasons for leisure travel.

(2)

- A Short break
- B Special event
- C Travel insurance
- D Ground transport
- E Mobile application

(b) Identify **two** benefits of sustainable tourism.

(2)

- A Reduces waste
- B Higher spenders
- C Protects culture
- D Increases adventure
- E Decreases sales

(Total for Question 1 = 4 marks)

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2 Use the information in the table to answer Question 2.

Domestic tourism in England:

Day trips and holidays 2011–2015 number of trips and expenditure (m = millions)

	2011		2012		2013		2014		2015	
	Trips m	Spend £m	Trips m	Spend £m	Trips m	Spend £m	Trips m	Spend £m	Trips m	Spend £m
Day trips	1307	42,671	1467	48,459	1370	46,024	1345	45,101	1298	46,422
Holiday trips	46.157	10,031	45.992	11,007	44.918	10,463	40.740	10,046	43.724	10,725

(a) State the year in which the fewest day trips were taken in England.

(1)

(b) Identify the amount of expenditure on holiday trips in 2013.

(1)

- A 46,024
- B 44,918
- C 10,463
- D 1370

(c) Identify the year that England had the highest number of holiday trips.

(1)

- A 2011
- B 2012
- C 2013
- D 2014

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(d) Identify the year that England had the highest amount of expenditure on day trips.

(1)

- A 2011
- B 2012
- C 2013
- D 2014

(Total for Question 2 = 4 marks)

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3 Somerset Bird Trust is a voluntary organisation. The trust looks after a popular nature reserve. People visit to watch the birds and other wildlife.

(a) (i) State **two** sources of funding of voluntary organisations.

(2)

1

2

(ii) State **two** functions of voluntary organisations, other than raising money.

(2)

1

2

(b) Somerset Bird Trust is keen to use consumer technology and is thinking about introducing audio guides for visitors.

Explain **two** disadvantages of Somerset Bird Trust introducing audio guides for visitors to the nature reserve.

(4)

1

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(Total for Question 3 = 8 marks)

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4 Tourist information centres provide literature for visitors.

One example of literature is a leaflet.

(a) Give **two** other examples of literature provided by tourist information centres.

(2)

1

2

The Northern Ireland Tourist Board encourages more people to visit Northern Ireland.

The Board is encouraging people from China to visit Northern Ireland.

(b) What type of tourism is this?

(1)

(c) The Northern Ireland Tourist Board has developed its website to encourage more Chinese visitors. From the home page there is a choice to view the content in Mandarin, the most common language in China.

Give **two** advantages of having foreign language options on websites **for customers**.

(2)

1

2

(Total for Question 4 = 5 marks)



5 One service that train companies provide is transport.

(a) Give **one** other service train companies provide.

(1)

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One role of train companies is to keep passengers safe.

One way of keeping people safe is to have CCTV cameras in all carriages.

(b) Give **four** other ways train companies keep passengers safe.

(4)

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GoFerry operates ferry sailings between Hull and ports in Northern Europe.

FastRail operates a rail service between Hull, London and Edinburgh. Trains also run between Hull and cities in the North of England.

FastRail and GoFerry have formed a commercial partnership. One advantage of this partnership is increased sales and income.

(c) Explain **two** ways this commercial partnership will increase sales and income **for Fastrail**.

(4)

1

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(Total for Question 5 = 9 marks)



6 A caravan is an example of non-serviced accommodation.

(a) Give **two** disadvantages of non-serviced accommodation.

(2)

1

2

Mary is due to give a presentation to some potential new clients. She is looking for overnight accommodation. The BootiK hotel and Betty's B&B are both available. BootiK is part of an international hotel chain with 83 rooms and Betty's B&B has four rooms.

(b) Explain **two** reasons why the BootiK hotel is likely to be more suitable accommodation for Mary than Betty's B&B.

(4)

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(Total for Question 6 = 6 marks)

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7 Pascal and Henry visit their travel agents in January to book a package holiday for October. They want to go to Madrid for five days and need a hire car to tour around the region.

(a) Explain **one** disadvantage of Pascal and Henry booking this holiday with their travel agent rather than online.

(2)

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(b) Explain **two** advantages **for Pascal and Henry** of booking car hire with their travel agent rather than booking it themselves in Madrid.

(4)

1

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(Total for Question 7 = 6 marks)

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Use the following information to answer Question 8.

Infrastructure development – Expanding airport capacity in the UK

For many years the government has been looking at ways to increase airport capacity in the UK. The government hopes increased airport capacity will improve long-haul connections to new global destinations. Different options have been suggested, including the building of a third runway at London Heathrow Airport.

London Heathrow Airport – reasons for expansion
The airport is operating at almost full capacity.
80 airlines operate out of London Heathrow serving 185 destinations.
In 2015 London Heathrow handled 75 million passengers.
In 2015 Dubai airport handled 78 million passengers and replaced London Heathrow airport as the world’s third busiest airport.

8 Discuss the possible effects on the UK economy of building a third runway at London Heathrow Airport.

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(Total for Question 8 = 8 marks)

TOTAL FOR PAPER = 50 MARKS





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