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Pearson BTEC Level 1/Level 2 First Award									

Travel and Tourism

Unit 1: The UK Travel and Tourism Sector

Monday 14 May 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 **one** type of tour operator.

(1)

- A Domestic
- B Individual
- C Rural
- D Transport

(b) Give **one** example of outbound tourism.

(1)

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(c) Give **three** types of specialist travel.

(3)

1

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2

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3

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Websites are an example of consumer technology and often include virtual tours, booking options and review pages.

(d) State **one** other example of consumer technology used by travel and tourism organisations.

(1)

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(Total for Question 1 = 6 marks)

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QUESTION 2 BEGINS ON THE NEXT PAGE.



Use the data in the table to answer Question 2.

Inbound tourism to England by region 2015

Regions	Trips (millions)	Trips (%)	Spend (£ millions)	Spend (%)
North West	2.674	8%	£1,211	6%
Yorkshire	1.290	4%	£516	3%
London	18.581	58%	£11,919	61%
West Midlands	2.118	7%	£816	4%
East Midlands	1.126	4%	£434	2%
North East	0.576	2%	£272	1%
East Of England	2.192	7%	£960	5%
South West	2.378	7%	£1,056	5%
South East	5.141	16%	£2,242	12%

2 (a) Identify the number of inbound trips (millions) to the East of England in 2015. (1)

- A 1.126
- B 5.141
- C 0.576
- D 2.192

(b) Identify the amount spent (millions) in the South West in 2015. (1)

- A £1,056
- B £1,211
- C £2,674
- D £2,378

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(c) Identify the region that received the lowest number of inbound trips in 2015.

(1)

(d) Identify the percentage (%) total spend from inbound tourism that London received in 2015.

(1)

(Total for Question 2 = 4 marks)

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3 (a) Identify **one** example of ancillary services offered by travel agents.

(1)

- A Airport parking
- B Staycation
- C Cost saving
- D Conservation

(b) Give **two** characteristics of independent travel agents.

(2)

1

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2

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(c) State **two** roles of ABTA.

(2)

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(Total for Question 3 = 5 marks)

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4 Reno is a small, privately owned cinema with seating for 100 people. The cinema shows popular films in the evenings. Tickets are often sold out. There is a small café bar offering drinks and snacks to customers. Reno cannot expand because it occupies an historic building.

The managers are looking at ways to increase profits.

Explain **two** ways that Reno could increase profits.

1

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(Total for Question 4 = 4 marks)

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5 Incentive travel is one reason for business-related travel.

(a) What is incentive travel?

(1)

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Attending a conference is another type of business-related travel.

A three-day international conference is being held in Birmingham.

(b) Explain **two** ways this conference will contribute to the multiplier effect in the Birmingham area.

(4)

1

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(c) Conference and incentive are two types of business travel.

State **one** other type of business travel.

(1)

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(Total for Question 5 = 6 marks)

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6 (a) Identify **one** heritage attraction.

(1)

- A Chester Zoo
- B Conwy Castle
- C Hyde Park
- D Windermere Cruises

(b) One service offered by visitor attractions is hospitality and catering.

State **two** other services provided by visitor attractions.

(2)

1

2

Fantasy World Resort is a theme park with a hotel, restaurants and cafes onsite.

The resort wants to be more sustainable.

(c) (i) Give **two** ways that Fantasy World Resort could reduce energy consumption at its hotel.

(2)

1

2

(ii) Give **two** ways Fantasy World Resort could reduce waste in its restaurants and cafes.

(2)

1

2

(Total for Question 6 = 7 marks)



7 CJ Coaches is a family run coach company. The company offers day trips and short breaks in the UK. Bookings can be made in person at the company office or by phone.

Sunventure Travel offers a wide range of coach holidays within the UK and across Europe. Bookings can be made through its large call centre.

CJ Coaches has merged with Sunventure Travel to form a corporate group.

Since the merger, the corporate group has received a number of customer complaints.

One disadvantage of mergers is a loss of personalised customer care.

(a) (i) Explain **two** reasons why this merger may have resulted in a loss of personalised customer care.

(4)

1

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(ii) Explain **one** disadvantage of the merger for **CJ Coaches**, other than a loss of personalised customer care.

(2)

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Following the merger, the managers of Sunventure Travel have decided to add a review page to its website.

(b) Explain **two** disadvantages for **Sunventure Travel** of providing a review page on its website.

(4)

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(Total for Question 7 = 10 marks)

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- 8 Jane and Aleksy need to choose transport for a week-long skiing holiday in February. They want to travel from Cardiff to the resort of Les Arcs in France. They will be taking their skis, poles, boots and helmets with them.

The transport options are:

Option 1 – Air

- Flight from Cardiff Airport to Chambéry Airport, 1 hour 30 mins
- Coach transfer to Les Arcs, 1 hour 40 mins

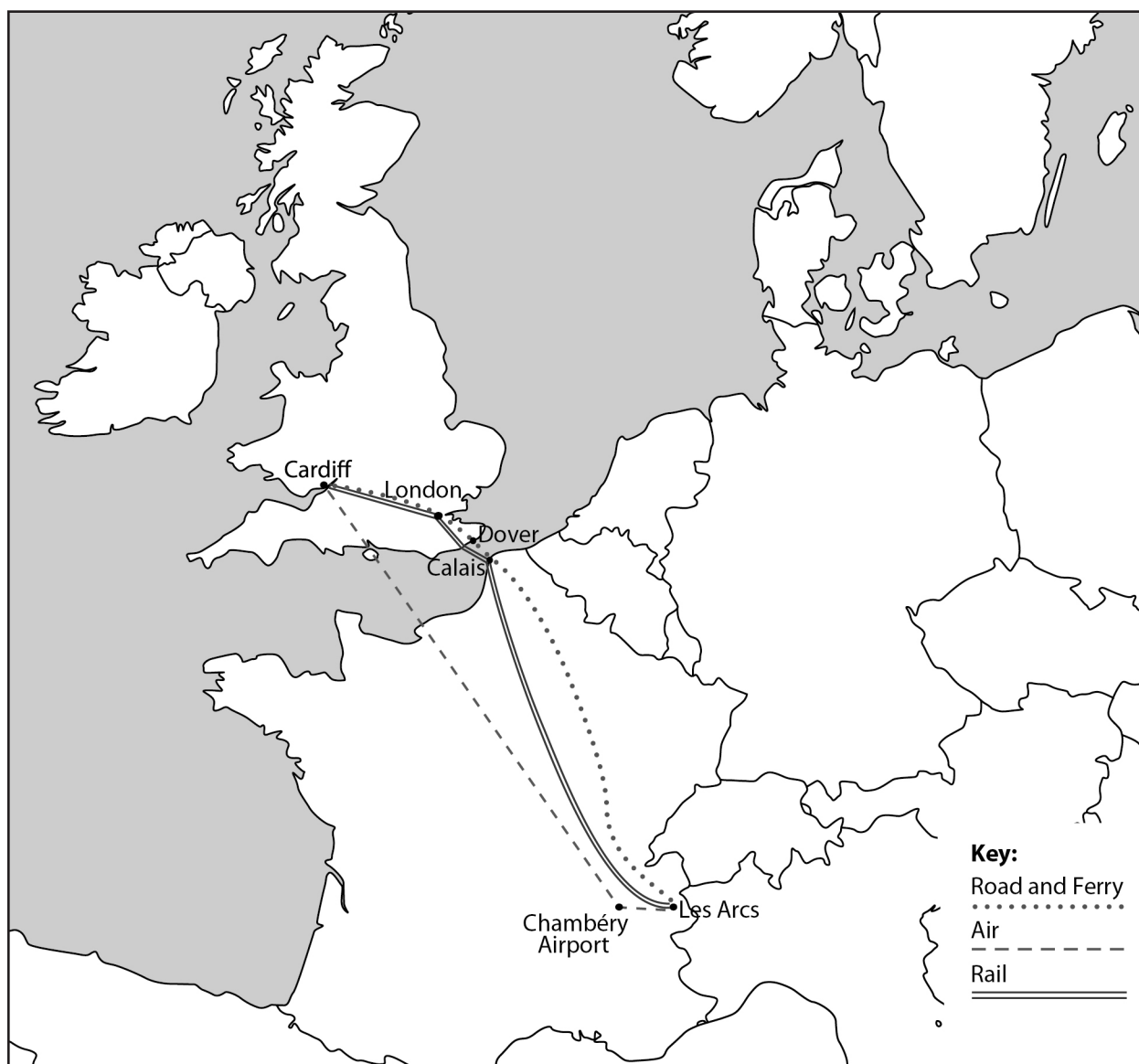
Option 2 – Rail

- Train from Cardiff to London Paddington, 2 hours
- London underground to St Pancras, 15 mins
- Eurostar’s ski train service from St Pancras to Les Arcs, 8 hours

Option 3 – Road and ferry

- Drive from Cardiff to Dover, 4 hours
- Ferry from Dover to Calais, 1 hour 15 mins
- Drive from Calais to Les Arcs, 9 hours.

Map showing transport routes between Cardiff and Les Arcs



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Evaluate the most suitable transport option for Jane and Aleksy.

(8)

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TOTAL FOR PAPER = 50 MARKS



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