

Please check the examination details below before entering your candidate information

Candidate surname	Other names
<b>Pearson BTEC</b> <b>Level 1/Level 2</b> <b>First Award</b>	Centre Number <input style="width: 20px; height: 20px;" type="text"/> <input style="width: 20px; height: 20px;" type="text"/> <input style="width: 20px; height: 20px;" type="text"/> <input style="width: 20px; height: 20px;" type="text"/> <input style="width: 20px; height: 20px;" type="text"/> <input style="width: 20px; height: 20px;" type="text"/> <input style="width: 20px; height: 20px;" type="text"/>
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<h2 style="margin: 0;">Friday 11 January 2019</h2>	
Morning (Time: 1 hour)	Paper Reference <b>21474E</b>
<h1 style="margin: 0;">Travel and Tourism</h1> <h2 style="margin: 0;">Unit 1: The UK Travel and Tourism Sector</h2>	
You do not need any other materials.	Total Marks <input style="width: 50px; height: 30px;" type="text"/>

### 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** types of specialist travel.

(2)

- A Outbound tourism
- B Dark tourism
- C Repatriation
- D Health
- E Transfer

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

(2)

- A A family from Scotland visiting Canada
- B A student from Spain visiting London
- C A group from China visiting Northern Ireland
- D A solo traveller from Iceland visiting France
- E A couple from Wales visiting Italy

(b) (ii) What is domestic tourism?

(1)

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(c) Give **one** reason for business travel.

(1)

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(d) State **one** type of visitor attraction.

(1)

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(Total for Question 1 = 7 marks)



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## 2 Summary of Domestic Overnight Trips in England – 2016

All trips in England	Number of Trips (millions)	Number of Nights (millions)	Spend (£millions)
<b>Type of trip</b>			
Holidays of 1 to 3 nights	44.71	147.08	£10,413
Holidays of 4+ nights	29.30	55.18	£5,455
Visits to friends and relatives	15.40	91.9	£4,958
Business	36.91	98.04	£3,903
<b>Type of accommodation</b>			
Serviced accommodation	42.35	90.43	£10,593
Hotel/motel	35.55	71.17	£8,803
Guest house/B&B	4.90	11.14	£1,081
Self-catered camping and caravan	11.94	46.96	£1,732
Self-catered rented accommodation	8.25	38.46	£2,774
Own home/friend's home/relative's home	37.01	104.30	£3,165

(Source: Adapted from [www.visitbritain.org/gb-tourism-survey-2016-overview](http://www.visitbritain.org/gb-tourism-survey-2016-overview))

**Use the data in the table to answer Question 2.**

(a) State the number of nights spent in hotel/motel accommodation.

(1)

(b) Which type of trip had the greatest number of trips?

(1)



(c) Which type of accommodation generated the least amount of spend?

(1)

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(d) State the total number of business trips.

(1)

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**(Total for Question 2 = 4 marks)**

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3 The Association of British Travel Agents, often known as ABTA, is a key organisation in the travel and tourism sector.

(a) State **one** role of organisations such as ABTA.

(1)

(b) One other key organisation is AITO.

- 'A' stands for Association.
- 'T' stands for Tour.
- 'O' stands for Operators.

What does the 'I' in AITO stand for?

(1)

Key organisations in the travel and tourism sector include ancillary organisations.

One type of ancillary organisation is travel insurance.

(c) State **one** advantage for customers of having travel insurance.

(1)

(d) Identify the type of organisation that is owned or controlled by shareholders.

(1)

- A** Private
- B** Public
- C** Economic
- D** Volunteer

(Total for Question 3 = 4 marks)

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**QUESTION 4 BEGINS ON THE NEXT PAGE.**



4 GoExpress uses coaches to transport passengers between UK cities. One of the roles of GoExpress is to keep passengers safe.

(a) State **four** ways coach operators such as GoExpress keep their passengers safe.

(4)

1 .....

2 .....

3 .....

4 .....

StyleTravel offers coach holidays to UK seaside resorts. Customers are collected from their home towns and travel by coach to a resort. The coach takes customers on day trips during their holiday. All meals, transport, excursions, accommodation and entertainment are included.

Many of StyleTravel's customers are retired or semi-retired.

(b) Explain **two** advantages for **customers** of coach holidays with StyleTravel.

(4)

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StyleTravel plans to offer holidays to other UK destinations as well as seaside resorts. It has formed a partnership with National Heritage, an organisation that looks after historic buildings, castles and gardens.

(c) Explain **two** advantages of this partnership for StyleTravel.

(4)

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**(Total for Question 4 = 12 marks)**

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5 Some hotels employ a member of staff to provide concierge services.

(a) State **two** services a hotel concierge would provide for guests.

(2)

1 .....

2 .....

One example of consumer technology is online booking.

(b) (i) Identify **one** other example of consumer technology used in hotels.

(1)

- A Staff intranet
- B Account spreadsheet
- C Customer database
- D Touchscreen display

(ii) Give **two** advantages for hotels of having an online booking service.

(2)

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The Larches is a luxury hotel. Potential customers can view some of the hotel's rooms and facilities by looking at a virtual tour on the hotel website. The virtual tour was created four years ago by a specialist IT company and shows the best quality rooms and facilities.

(iii) Explain **two** disadvantages for The Larches of this virtual tour.

(4)

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**(Total for Question 5 = 9 marks)**

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Use the following information to help you answer Question 6.

Many popular tourist destinations in the UK organise events and festivals during the quieter months of the year. For example:

- September and October – food/walking festivals
- December – Christmas markets
- January and February – star gazing events

These events and festivals are popular for day trips and short breaks.

There are stalls that sell local produce and crafts.

Some events require extra parking and transport. In rural destinations farmers' fields may be used for parking and camping.

Increased visitor spend is one positive impact on the local economy.

**6** Explain **three other** positive impacts of such events and festivals on local economies.

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

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**QUESTION 7 BEGINS ON THE NEXT PAGE.**



**Use the following information to answer Question 7.**

A couple from the UK are planning their wedding and honeymoon. They plan to get married in St Lucia in the Caribbean. They will be joined by 18 relatives and friends. After the wedding day the couple will travel to Cuba for their honeymoon, but their guests will stay in St Lucia.

As well as booking flights, transfers and accommodation, they will also need to make arrangements for the wedding ceremony, flowers, photographer, wedding dinner and evening entertainment.

The booking options are:

Option 1 - book through a travel agency

Option 2 - book independently, making all the arrangements themselves.

**7** Assess the most suitable booking option for the couple.

(8)

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**(Total for Question 7 = 8 marks)**

**TOTAL FOR PAPER = 50 MARKS**



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