

Please check the examination details below before entering your candidate information

Candidate surname

Other names

**Pearson BTEC  
Level 1/Level 2  
First Award**

Centre Number

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Learner Registration Number

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**Monday 20 May 2019**

Afternoon (Time: 1 hour)

Paper Reference **21474E**

**Travel and Tourism**

**Unit 1: The UK Travel and Tourism Sector**

**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 ►

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Answer ALL questions.

Some questions must be answered with a cross . 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 outbound tourism from the UK.

(2)

- A** A group from Scotland visiting Norway
- B** A solo traveller from France visiting England
- C** A family from Northern Ireland visiting Egypt
- D** A couple from Wales visiting England
- E** A student from Brazil visiting Spain

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

(2)

- A** Interviews
- B** Repatriation
- C** Work meetings
- D** Day trips
- E** Visiting friends

The reasons for business travel are sometimes referred to by the abbreviation MICE.

(c) What does the E in MICE stand for?

(1)

- A** Events
- B** Energy
- C** Exclusive
- D** Environments

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2 (a) State **two** roles of regional tourist boards in the UK.

(2)

1 .....

2 .....

Some hotels employ a member of staff called a housekeeper.

(b) (i) State **one** role of a housekeeper in a hotel.

(1)

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Hotels are one type of accommodation.

(ii) State **two other** types of accommodation in the travel and tourism sector.

(2)

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(c) Lorna needs to travel 200 miles to attend a business meeting. She is considering whether to drive to the meeting or travel by train.

Give **four** advantages for Lorna of travelling by train rather than by car.

(4)

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**(Total for Question 2 = 9 marks)**

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3 (a) Identify **one** example of horizontal integration.

(1)

- A** Retailer merging with a wholesaler
- B** Travel agent merging with a travel agent
- C** Tour operator purchasing an airline
- D** Hotel purchasing a car hire company

One key organisation in the travel and tourism sector is the ORR.

(b) What does ORR stand for?

(1)

(c) State **two** roles of the Civil Aviation Authority (CAA).

(2)

1

2

**(Total for Question 3 = 4 marks)**

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



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

(a) Identify **one** way travel and tourism organisations may use their websites for marketing and promotion.

(1)

- A** Post customer reviews
- B** Share confidential details
- C** Release accounts
- D** Make payments

(b) Explain **two** ways technology has improved the customer experience for air travel passengers.

(4)

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CheapStay.com is an online comparison website that lists thousands of UK hotels. As part of the agreement to be listed on CheapStay.com, hotels have to meet certain conditions.

Crimi Hotels is a small hotel group with six hotels in major UK cities. The hotel group wants to increase sales, so is considering applying to be listed on CheapStay.com.

(c) Explain **two** disadvantages for Crimi Hotels of being listed on CheapStay.com.

(4)

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**(Total for Question 4 = 9 marks)**

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5 Ambler is a popular tourist town with an historic castle. There are plans to build a new visitor centre, which will be open all year. It is hoped that the visitor centre will help achieve sustainable tourism.

Selling local produce is one way the planned visitor centre can help achieve sustainable tourism.

Explain **two other** ways the **visitor centre** can help achieve sustainable tourism in Ambler.

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(Total for Question 5 = 4 marks)

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6 GR World is a corporate group with over 19 million customers. The group owns an airline and provides tour operations and travel agency services.

Venturer Tours is an independent tour operator that offers adventure holidays.

GR World plans to purchase Venturer Tours.

Explain **three** advantages for **Venturer Tours** of becoming part of the GR World corporate group.

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

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Handwriting practice area with 20 horizontal dotted lines.

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

**TOTAL FOR PAPER = 50 MARKS**





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