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

Centre Number

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Learner Registration Number

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Friday 10 January 2020

Morning (Time: 1 hour 15 minutes)

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 60.
- 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. Write your answers in the spaces provided.

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 ☒.

SECTION A

1 (a) (i) Which of the following is an example of inbound tourism? (1)

- A A family from Sweden visiting England
- B A couple from Wales visiting Northern Ireland
- C A solo traveller from Scotland visiting England
- D A group from England visiting Italy

Voluntary work is one type of specialist travel.

(ii) Give **three other** types of specialist travel. (3)

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Saana and Jacob are travelling from York to Brighton to visit friends.

(iii) Which **two** of the following best describe their visit?

(2)

- A** Business travel
- B** Leisure travel
- C** Domestic tourism
- D** Incentive tourism
- E** Outbound tourism

Air is one type of passenger transport.

(b) (i) State **one other** type of passenger transport.

(1)

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Jet2 is a passenger transport operator in the UK.

(ii) Name **one other** passenger transport operator in the UK.

(1)

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Some tourist destinations have visitor information centres.

(c) Give **two** examples of literature available for tourists in a visitor information centre.

(2)

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The travel and tourism sector includes voluntary organisations.

(d) Give **one** source of funding for voluntary organisations.

(1)

(e) Which of the following is an example of **vertical** integration?

(1)

- A** Retailer merges with wholesaler
- B** Airline purchases another airline
- C** Tour operator purchases a travel agency
- D** Campsite merges with a holiday park

(f) Which of the following is an example of consumer technology that passengers use in airports?

(1)

- A** Closed circuit TV
- B** Air traffic control
- C** Self-service check-in
- D** Body image scanner

(Total for Question 1 = 13 marks)

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2 Use the information in the following table to help you answer questions 2(a)(i), 2(a)(ii) and 2(a)(iii).

Overview of UK inbound visitor statistics in 2017

Summary of key statistics		Change from 2016
Number of visits	39.21 million	4.27%
Total expenditure (GBP)	£24.51 billion	8.71%
Total nights spent	284.78 million	2.70%
Average length of stay (nights)	7.26	-1.53%
Average spend per visit (GBP)	£625	4.27%

(Source: adapted from www.ons.gov.uk)

(a) (i) Which of the following statements is correct? (1)

- A Average length of stay increased in 2017
- B Average length of stay decreased in 2017
- C Average spend per visit did not change in 2017
- D Average spend per visit decreased in 2017

(ii) What was the total expenditure from inbound tourism in 2017? (1)

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(iii) What was the percentage change in total nights spent from 2016–2017? (1)

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(b) What is the term used to describe the value of a country's economy? (1)

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(c) Which **two** of the following are examples of indirect employment in the accommodation industry?

(2)

- A** Taxi driver
- B** Receptionist
- C** Bartender
- D** Food producer
- E** Housekeeper

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Use the information in the following table to help you answer Question 2(d).

Domestic tourism day visits, Great Britain in 2017

Volume of day visits and expenditure by region	Volume		Expenditure	
	Millions	% of total	Millions	% of total
English regions				
North East England	82	5%	£2,451	4%
North West England	189	11%	£7,628	12%
Yorkshire and The Humber	149	8%	£5,023	8%
East Midlands	119	7%	£3,800	6%
West Midlands	127	7%	£4,305	7%
East of England	133	7%	£3,853	6%
London	327	18%	£12,626	20%
South East England	232	13%	£7,068	11%
South West England	147	8%	£4,146	7%
England total	1,505	84%	£50,899	82%
Scotland total	151	8%	£5,995	10%
Wales total	100	6%	£4,332	7%
Great Britain total	1,793	100%	£62,447	100%

(Source: Published and copyright of the sponsors: VisitEngland
VisitScotland Visit Wales © June 2018)

(d) Using the data, analyse the importance of domestic tourism to the economies of the English regions, Scotland and Wales in 2017.

(6)

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(Total for Question 2 = 12 marks)

TOTAL FOR SECTION A = 25 MARKS



SECTION B

3 UKInbound is a trade and professional body within the UK travel and tourism sector.

(a) (i) Name **two other** trade and professional bodies in the UK travel and tourism sector.

(2)

1

2

(ii) State **two** roles of UKInbound.

(2)

1

2

One role of a regional tourism agency is to encourage more visitors to that region.

(b) Explain **two other** roles of a regional tourism agency.

(4)

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Aireville International Airport is opening an adults-only first class lounge. Facilities include free snacks, drinks, washrooms, showers and a hair and beauty treatment room. The cost to access the lounge is £35 per person.

(c) Explain **two** reasons why some passengers will pay extra to use the airport's new lounge.

(4)

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(Total for Question 3 = 12 marks)

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4 BGFest is a three-day music festival attracting thousands of people. The festival site is in fields on the edge of a small town. The festival has bars, food stalls and toilets brought to the site. Most people travel in cars to the festival and sleep in tents when they get there. The tents are often left behind at the festival site with large amounts of rubbish.

Organisers of BGFest have been criticised for the negative impact the festival has on the environment.

The organisers are now aiming to have a low impact on the environment to achieve sustainable tourism.

(a) Explain **two** ways the organisers of BGFest could reduce the impact of the festival on the environment.

(4)

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BGFest is part of a corporate group. The corporate group also owns two theme parks, a zoo and a family friendly museum. The group has just purchased a hotel.

(b) Explain **two** advantages for the hotel of being part of this corporate group.

(4)

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Organisations in the travel and tourism sector use a range of consumer technologies such as mobile applications.

- (c) Explain the advantages and disadvantages of mobile applications for **organisations** in the travel and tourism sector.

(6)

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(Total for Question 4 = 14 marks)



5 Mr and Mrs Saba have three children aged thirteen, six and two years old. They are planning their summer holiday in a popular seaside town in the UK. They will be taking their car and staying for one week.

Their options are as follows:

- **Option 1** – Bed and Breakfast (B&B), located by the beach. Cost £1050.
Family room with sea view, en-suite facilities, TV and tea and coffee making facilities.
Free on-site parking.
- **Option 2** – Self-catered apartment, located in the town centre. Cost £1100.
Three bedroom apartment, sleeps six. On the third floor with kitchen, lounge, shower room, free WiFi and entertainment system.
Parking in a public car park £42 for a week.
- **Option 3** – Holiday park, located two miles outside the town. Cost £1200.
Caravan sleeps eight people. Park facilities include swimming pool, games room, café and bar.
Free on-site parking.

Evaluate the most suitable option for the Saba family.

(9)

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(Total for Question 5 = 9 marks)

TOTAL FOR SECTION B = 35 MARKS
TOTAL FOR PAPER = 60 MARKS



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