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Candidate surname

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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 8 January 2021**

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) What is inbound tourism?

(1)

.....

.....

(ii) Which **two** of the following are examples of outbound tourism?

(2)

<input type="checkbox"/>	<b>A</b> A solo traveller from England visiting Scotland
<input type="checkbox"/>	<b>B</b> A family from England visiting Norway
<input type="checkbox"/>	<b>C</b> A couple from Northern Ireland visiting France
<input type="checkbox"/>	<b>D</b> A group from Scotland visiting Northern Ireland
<input type="checkbox"/>	<b>E</b> A student from Wales visiting Scotland

(b) (i) State **one** type of business travel.

(1)

.....

.....

(ii) Which **two** of the following are types of leisure travel?

(2)

<input type="checkbox"/>	<b>A</b> Staycation
<input type="checkbox"/>	<b>B</b> Situation
<input type="checkbox"/>	<b>C</b> Holiday
<input type="checkbox"/>	<b>D</b> Repatriation
<input type="checkbox"/>	<b>E</b> Hospitality

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Anneesa is travelling to Bulgaria for dental treatment.

(iii) Which **one** of the following types of specialist travel is this an example of?

(1)

<input type="checkbox"/>	<b>A</b> Cultural
<input type="checkbox"/>	<b>B</b> Conservation
<input type="checkbox"/>	<b>C</b> Adventure
<input type="checkbox"/>	<b>D</b> Health

Education travel is another type of specialist travel.

(iv) Give **two different** examples of education travel.

(2)

1 .....

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2 .....

.....



One advantage for organisations in a corporate group is increased sales and income.

(c) (i) Give **two other** advantages for organisations in a corporate group. (2)

1 .....

2 .....

(ii) State the interrelationship given in this statement:  
'Where businesses at the same level in the chain of distribution merge together'  
(1)

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(d) Give **one** type of travel agent. (1)

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**(Total for Question 1 = 13 marks)**

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2

**Summary of accommodation used for domestic overnight trips in  
Northern Ireland 2014 – 2018**

Accommodation type	Overnight trips				
	2014	2015	2016	2017	2018
Hotel/motel	636,667	587,670	696,619	634,519	751,224
Guesthouse/B&B	56,533	88,006	124,996	66,481	90,699
Self-catering	123,009	67,178	86,940	124,254	106,919
Friends'/relatives' homes	935,038	904,415	560,882	722,119	780,597
Second home	94,972	257,058	185,817	323,720	197,767
Campsite/caravan park	458,320	219,140	266,695	233,678	162,909
Other	30,089	106,749	62,442	88,657	97,401
<b>Total</b>	<b>2,334,268</b>	<b>2,230,216</b>	<b>1,984,391</b>	<b>2,193,428</b>	<b>2,187,516</b>

*Adapted from: [www.nisra.gov.uk/publications/domestic-tourism-publications](http://www.nisra.gov.uk/publications/domestic-tourism-publications)*

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

(a) (i) Which year had the highest total number of overnight trips?

(1)

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(ii) Which accommodation type had the highest number of overnight trips in 2016?

(1)

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(iii) Which **two** of the following statements are correct?

(2)

<input type="checkbox"/>	<b>A</b> The number of overnight trips in campsites/caravan parks decreased from 2014 to 2018
<input type="checkbox"/>	<b>B</b> More overnight trips were in self-catering than guesthouses/B&B in 2015
<input type="checkbox"/>	<b>C</b> In 2014 fewer overnight trips were in friends'/relatives' homes than in 2017
<input type="checkbox"/>	<b>D</b> The total number of overnight trips increased from 2014 to 2018
<input type="checkbox"/>	<b>E</b> The number of overnight trips in second homes increased from 2014 to 2018

One type of accommodation is youth hostels. One product and/or service they provide is self-catering facilities.

(b) Give **two other** products and/or services that youth hostels provide.

(2)

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2 .....







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**SECTION B**

**3** The travel and tourism sector includes different types of organisations.

(a) (i) State **two functions** of voluntary organisations in the travel and tourism sector.

(2)

1 .....

2 .....

The Association of Independent Tour Operators (AITO), is now known as AITO – The Specialist Travel Association.

(ii) Give **two roles** of AITO.

(2)

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Organisations in the travel and tourism sector use different types of consumer technology.

(b) (i) Explain **two** ways technological developments have improved the experience for hotel guests.

(4)

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2 .....

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The Cavendish Theatre offers live music, comedy shows and plays. The theatre is very popular and is considering whether to invest in e-ticket technology.

(ii) Explain **two advantages** for The Cavendish Theatre of e-ticket technology.

(4)

1 .....

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2 .....

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(Total for Question 3 = 12 marks)



4

### Pennington Hall

Pennington Hall is an impressive stately home, surrounded by attractive gardens and a woodland area. It is a heritage visitor attraction, open from April to October, and visitors are charged an entry fee.

The Pennington family owns Pennington Hall and lives in some of the rooms. The family wants to increase sales revenue.

One way the family could increase sales revenue is to increase the entry fee.

- (a) Explain **two other** ways the family could increase sales revenue at Pennington Hall.

(4)

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The Deepings is a family theme park with plans to expand and offer on-site accommodation. The managers of the theme park plan to build a hotel and self-catering chalets. The managers say this new development will bring economic benefits to the local area.

(b) Explain **two reasons** why this new development will bring benefits of the economic multiplier effect to the local area.

(4)

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2 .....

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(c) Explain the advantages and disadvantages of visiting theme parks for different customers.

(6)

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(Total for Question 4 = 14 marks)

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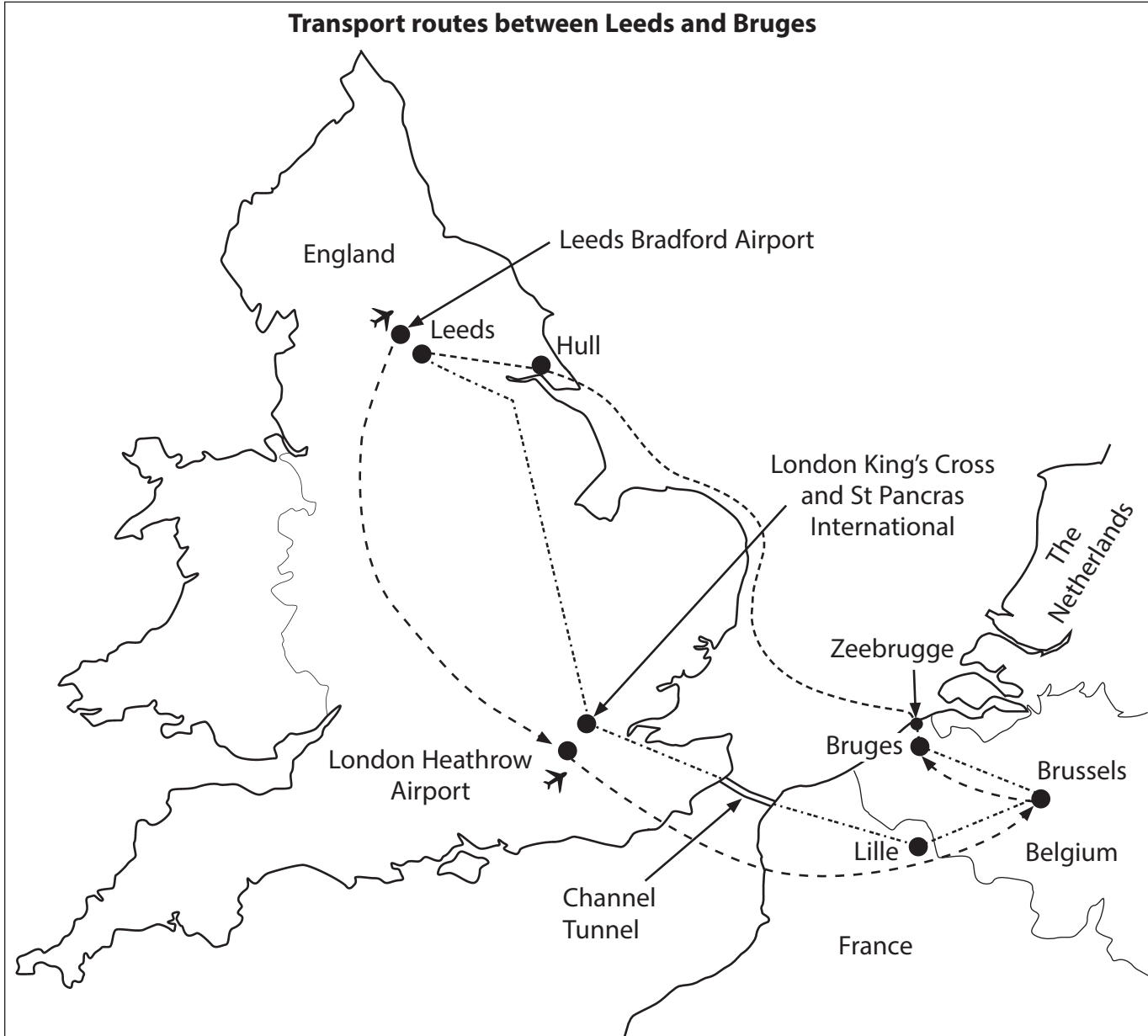
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- 5 Luca and Claude, from Leeds, are considering transport options for a trip to Bruges in Belgium. They will be travelling with their son who is one year old and taking his pushchair. They plan to travel in January and stay in Bruges for two nights.



KEY	
<b>Option 1</b> Road and ferry	-----
<b>Option 2</b> Air and rail	- - - - ->
<b>Option 3</b> Rail and Eurostar	.....

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The transport options are:

**Option 1 – Road and ferry**

- Drive to Hull, 1 hour 30 minutes
- Ferry from Hull to Zeebrugge port, 12 hours (overnight)
- Drive from Zeebrugge to Bruges, 30 minutes

**Option 2 – Air and rail**

- Flight from Leeds Bradford airport (LBA) to Brussels airport (BRU), 3 hours 45 minutes (via Heathrow airport (LHR))
- Rail transfer to Bruges, 1 hour 30 minutes

**Option 3 – Rail and Eurostar**

- Train from Leeds to London King’s Cross, 2 hours 15 minutes
- Walk to St Pancras International, 5 minutes
- Eurostar from St Pancras International to Bruges, 4 hours (change trains in Brussels)

Evaluate the suitability of each of the three options for Luca and Claude and their son. (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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