Write your name here Surname	Other names
Centre Number Pearson BTEC Level 1/Level 2 First Award	Learner Registration Number
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Travel and To Unit 1: The UK Travel and To	

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.

P 4 5 3 2 2 A 0 1 1 6

Turn over ▶

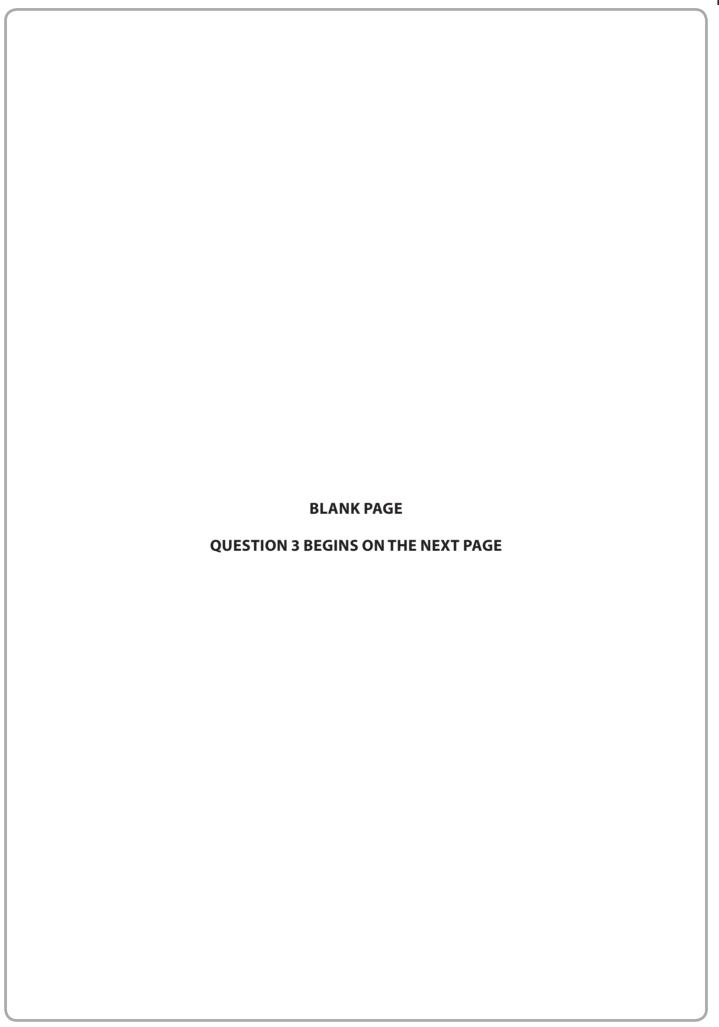
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Answer ALL questions.

:	Some questions must be answered with a cross in a box \boxtimes . If you change your mind about an answer, put a line through the box \boxtimes and then mark your new answer with a cross \boxtimes .				
1	(a) (i) Identify one type of tour operator.	(4)			
	■ A Multiple	(1)			
	■ B Domestic				
	■ D Individual				
	(ii) State one role of a tour operator.	(1)			
	(b) Identify one role of the Association of British Travel Agents (ABTA).	(1)			
	A Book holidays				
	■ Maximise revenue				
	C Arrange transfers				
	□ Represent members				
	(c) State one characteristic of travel and tourism organisations operating in the				
	public sector.	(1)			

Hotels and chalets are two types of a				
Holiday parks also offer a range of o	ther accomm	odation types.		
(d) Name two other types of accom	modation offe	ered by holiday	parks.	(2)
		(Total fo	or Question 1	= 6 marks)

2	Organisations in the travel and tourism sector use a range of consumer technologies.	
	(a) Outline two advantages for an airport of providing self-service check-in.	(2)
1		
2		
	(b) One way hotels use technology is to provide customers with an option to book rooms online.	
	(i) Give two other ways a hotel can use consumer technology.	(2)
1		(=)
2		
	(ii) Outline two ways that an online booking option helps hotels to increase their customer numbers.	
	customer numbers.	(2)
1		
2		
_	(Total for Question 2 = 6 ma	rks)



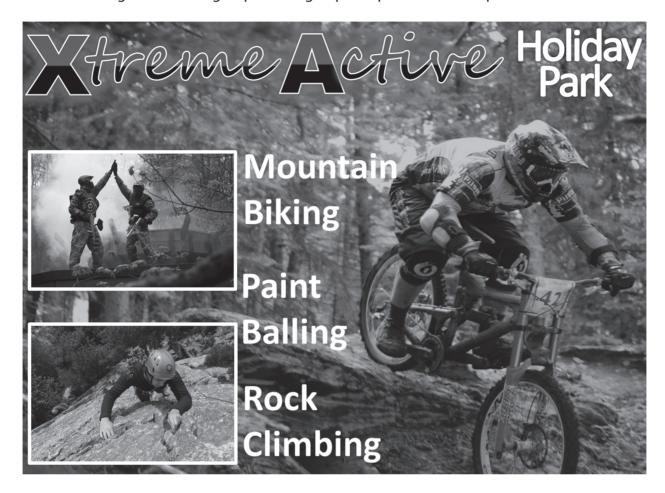
3	(a) Ident	tify o	ne role of a national tourism agency.	(1)
	\boxtimes	Λ	Organico transport	(1)
			Organise transport	
	×		Encourage visitors	
	×		Exchange currency	
	×	D	Sell excursions	
	(b) Nam	e on	e type of literature that visitor information centres provide for tourists.	(1)
	It specia	lises	l is a travel agency with high street branches in several towns. in selling cruise holidays.	
	(c) Explain		vo benefits to a customer of using Jubilee Travel to book a cruise	
		٠		(4)
1				
2				
		•••••		

(i) State the role of ancillary organisations in the travel and to	(1)
Brown's Insurance has common ownership of Jubilee Travel.	
(ii) Explain two reasons why this benefits Brown's Insurance.	
	(4)
(lotal for	Question 3 = 11 marks)

4 XtremeActive is a holiday park offering mountain biking, paint balling and rock climbing.

The park offers chalet accommodation, a shop and a café.

It attracts a large number of groups looking to participate in outdoor pursuits.



(a) Identify the type of travel offered by XtremeActive.

(1)

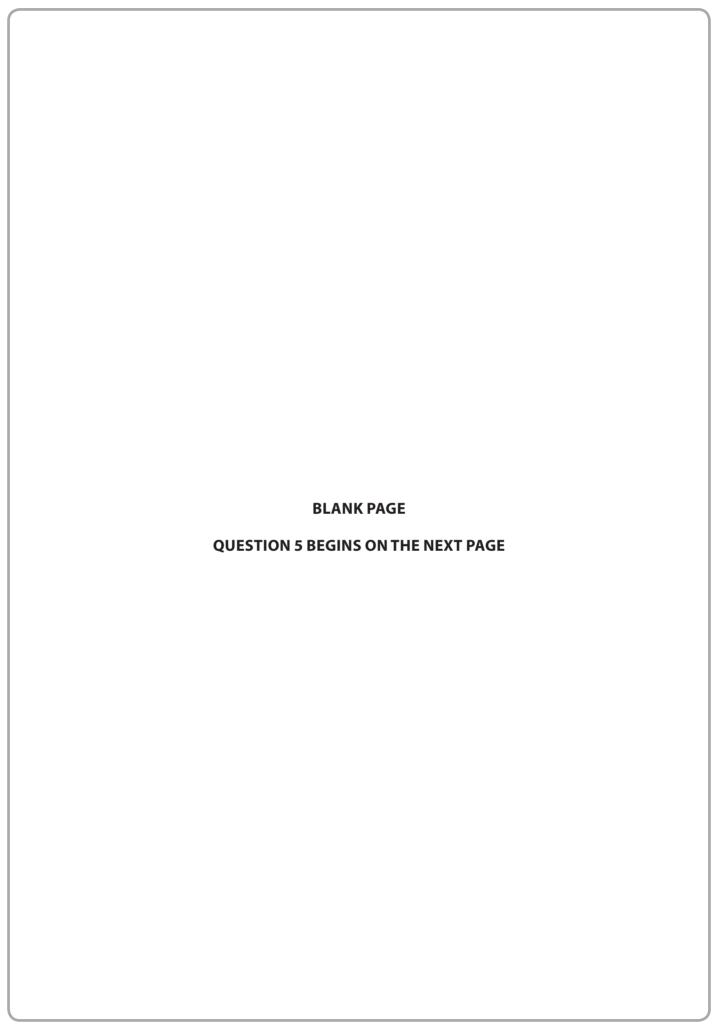
- A Voluntary
- **B** Visiting relatives
- C Adventure
- D Dark tourism



	group of students has travelled from Holland to the UK to stay at XtremeActive. isitors from overseas coming into the UK is which type of tourism?	(1)
		(1)
(c) T	he students' trip adds to the value of the UK economy.	
S	tate the term used to describe the value of a country's economy.	(1)
	neActive wants to follow sustainable tourism principles to reduce its impact on nvironment.	
Xtren	neActive can do this by reducing its energy consumption.	
	outline two ways that XtremeActive can reduce energy consumption in its chalet eccommodation.	(2)
Xtren	neActive can also reduce its impact on the environment by reducing waste in afé.	
(e) O	outline two ways XtremeActive can reduce waste in the café.	(2)



	Dream	Retreats is a large holiday park offering high-quality luxury breaks.	
	The pa	ark attracts a range of visitor types looking for relaxation in scenic surroundings.	
	Dream integra	n Retreats has purchased XtremeActive. This is an example of horizontal ation.	
	Anoth	er type of integration is vertical.	
	(f) (i)	Give one example of vertical integration.	(1)
	(ii)	Explain two ways that the new interrelationship with Dream Retreats could be a disadvantage for XtremeActive.	(4)
1 .			
2 .			
		(Total for Question 4 = 12 ma	·ks)
		(Total for Question 1 – 12 mai	KS



5	Rustic Rail is a voluntary organisation operating a heritage railway line.	
	It offers visitors short trips on steam trains at weekends and during school holidays.	
	One role of the Office of Rail Regulation (ORR) is to regulate and protect Britain's railways.	
	(a) Give one way that the ORR helps to ensure rail passenger safety.	(1)
	Rustic Rail has over 70 volunteers of different ages from across the local community.	
	Volunteers restore steam engines and carriages and operate the railway.	
	(b) Explain two ways the work of Rustic Rail's volunteers helps to protect the local cultural heritage.	
	cultural Heritage.	(4)
1 .		

2 .		



events.		(2)
		(=)
	(Total for Quest	tion 5 = 7 marks)

6 BigSoundUK is a popular three-day music festival that takes place in fields just outside a small town.

It attracts a large number of visitors to the event and local area.

Visitors can buy a festival package for the three days which includes camping, or buy tickets for each day.

Some visitors choose to stay in local accommodation.

BigSoundUK data 2013	
Total number of packages sold	60 000
Total number of day tickets sold	35 000
Three-day package price	£190
Ticket price per day	£65
Total visitor spend on local accommodation	£200 000
Average spend per person on-site	£144
Average spend per person off-site	£150
Donations to local charities	£350 000
Clean-up cost	£180 000

the economy of the local area.	(8)



(Total for Question 6 = 8 marks)
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