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

Tuesday 20 January 2015 – Morning
Time: 1 hour

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.
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) (i) Identify one type of tour operator.
   - [ ] A Multiple
   - [ ] B Domestic
   - [ ] C Transport
   - [ ] D Individual

   (ii) State one role of a tour operator.

(b) Identify one role of the Association of British Travel Agents (ABTA).
   - [ ] A Book holidays
   - [ ] B Maximise revenue
   - [ ] C Arrange transfers
   - [ ] D Represent members

(c) State one characteristic of travel and tourism organisations operating in the public sector.
Hotels and chalets are two types of accommodation.

Holiday parks also offer a range of other accommodation types.

(d) Name two other types of accommodation offered by holiday parks.

(Total for 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.

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.

1 ..........................................................................................................................

2 ..........................................................................................................................

(ii) Outline two ways that an online booking option helps hotels to increase their customer numbers.

1 ..........................................................................................................................

2 ..........................................................................................................................

(Total for Question 2 = 6 marks)
3 (a) Identify **one** role of a national tourism agency.

- [ ] A Organise transport
- [ ] B Encourage visitors
- [ ] C Exchange currency
- [ ] D Sell excursions

(b) Name **one** type of literature that visitor information centres provide for tourists.

Jubilee Travel is a travel agency with high street branches in several towns. It specialises in selling cruise holidays.

(c) Explain **two** benefits to a customer of using Jubilee Travel to book a cruise holiday.

1  ..........................................................................................................................

2  ..........................................................................................................................
Brown's Insurance is an ancillary organisation that provides online travel insurance.

(d) (i) State the role of ancillary organisations in the travel and tourism sector.  

Brown's Insurance has common ownership of Jubilee Travel.

(ii) Explain two reasons why this benefits Brown's Insurance.

1  ..........................................................................................................................

2  ..........................................................................................................................

(Total 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.

☐ A  Voluntary
☐ B  Visiting relatives
☐ C  Adventure
☐ D  Dark tourism
(b) A group of students has travelled from Holland to the UK to stay at XtremeActive.

Visitors from overseas coming into the UK is which type of tourism? (1)

(c) The students' trip adds to the value of the UK economy.

State the term used to describe the value of a country’s economy. (1)

XtremeActive wants to follow sustainable tourism principles to reduce its impact on the environment.

XtremeActive can do this by reducing its energy consumption.

(d) Outline two ways that XtremeActive can reduce energy consumption in its chalet accommodation. (2)

1

2

XtremeActive can also reduce its impact on the environment by reducing waste in the café.

(e) Outline two ways XtremeActive can reduce waste in the café. (2)

1

2
Dream Retreats is a large holiday park offering high-quality luxury breaks. The park attracts a range of visitor types looking for relaxation in scenic surroundings. Dream Retreats has purchased XtremeActive. This is an example of horizontal integration. Another type of integration is vertical.

(f) (i) Give one example of vertical integration.

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(ii) Explain two ways that the new interrelationship with Dream Retreats could be a disadvantage for XtremeActive.

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(Total for Question 4 = 12 marks)
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.

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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.

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Rustic Rail wants to raise more funds by hiring out its facilities for hospitality events.

(c) Explain **one** disadvantage to Rustic Rail of hiring out its facilities for hospitality events.

(Total for Question 5 = 7 marks)
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.

<table>
<thead>
<tr>
<th>BigSoundUK data 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total number of packages sold</td>
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<tr>
<td>Total number of day tickets sold</td>
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<tr>
<td>Three-day package price</td>
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<tr>
<td>Ticket price per day</td>
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<tr>
<td>Total visitor spend on local accommodation</td>
</tr>
<tr>
<td>Average spend per person on-site</td>
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<tr>
<td>Average spend per person off-site</td>
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<tr>
<td>Donations to local charities</td>
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<tr>
<td>Clean-up cost</td>
</tr>
</tbody>
</table>

Using the data from the table, assess the importance of the BigSoundUK festival to the economy of the local area.

(8)