

Write your name here

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

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Learner Registration Number

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Travel and Tourism

Unit 1: The UK Travel and Tourism Sector

Tuesday 20 January 2015 – Morning

Time: 1 hour

Paper Reference

21474E

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 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.

(1)

- A** Multiple
- B** Domestic
- C** Transport
- 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
- B** Maximise revenue
- C** Arrange transfers
- D** Represent members

(c) State **one** characteristic of travel and tourism organisations operating in the public sector.

(1)



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.

(2)

1

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2

.....

(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.

(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.

(2)

1

2

(Total for Question 2 = 6 marks)



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QUESTION 3 BEGINS ON THE NEXT PAGE



3 (a) Identify **one** role of a national tourism agency.

(1)

- 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.

(1)

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.....

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.

(4)

1

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2

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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. (1)

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Brown's Insurance has common ownership of Jubilee Travel.

(ii) Explain **two** reasons why this benefits Brown's Insurance. (4)

1

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2

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(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.



XtremeActive Holiday Park

Mountain Biking

Paint Balling

Rock Climbing

The advertisement features a large background image of a mountain biker on a trail. Two smaller inset images show paintball players and a rock climber. The text 'XtremeActive' is in a stylized font, and 'Holiday Park' is in a simpler font. The activity names are listed in large, bold letters.

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

(1)

- 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)

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(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)

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.....

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.

(1)

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

(4)

1

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(Total for Question 4 = 12 marks)



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QUESTION 5 BEGINS ON THE NEXT PAGE



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)

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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.

(4)

1

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2

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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.

(2)

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(Total for Question 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

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

(8)

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Handwriting practice area with 20 horizontal dotted lines.

(Total for Question 6 = 8 marks)

TOTAL FOR PAPER = 50 MARKS





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