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Travel and Tourism

Unit 1: The UK Travel and Tourism Sector

Monday 18 May 2015 – Afternoon Time: 1 hour	Paper Reference 21474E
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You do not need any other materials.	Total Marks
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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 **two** examples of outbound tourism from the UK.

(2)

- A A student from Barcelona visiting Oxford
- B A couple from Edinburgh visiting Rome
- C A family from Canada visiting London
- D A group from Glasgow visiting Blackpool
- E A solo traveller from Wales visiting China

(ii) The types of business travel are sometimes referred to by the abbreviation MICE.

What does the M in MICE commonly stand for?

(1)

- A Manager
- B Marketing
- C Meeting
- D Macro

(iii) One type of leisure travel is VFR.

What does VFR stand for?

(1)

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(iv) Gill is travelling to Borneo to help protect endangered wildlife. Gill's trip is an example of specialist travel for conservation.

Give **two** other examples of specialist travel for conservation.

(2)

1

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2

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(b) Identify **two** principles of sustainable tourism.

(2)

- A** Tourism that increases waste
- B** Tourism that generates future jobs
- C** Tourism that offers adventure
- D** Tourism with a low impact on cultures
- E** Tourism with high spending tourists

(Total for Question 1 = 8 marks)



2 The Edwardian is a small privately owned theatre.

(a) State **two** roles of a theatre.

(2)

1

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2

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(b) The Edwardian offers a wide variety of shows in the evenings. It has a small bar offering drinks and snacks to customers. The theatre has only 100 seats and its shows are often sold out. The theatre is an old building and there is no room to expand.

The managers of The Edwardian are looking for ways to maximise its profits.

Explain **two** ways in which The Edwardian can maximise its profits.

(4)

1

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2

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(Total for Question 2 = 6 marks)



3 Morgan Hall Hotel is a large luxury hotel offering spa facilities and attractive gardens. The hotel uses social media for marketing and promotion.

(a) Identify **two** ways that Morgan Hall Hotel can use social media for marketing and promotion.

(2)

- A** Share confidential details
- B** Post customer reviews
- C** Print e-tickets
- D** Release financial accounts
- E** Upload photos

The Morgan Hall Hotel website includes a virtual tour highlighting some of the hotel's best quality rooms and facilities. The tour was created five years ago by a specialist company.

(b) Explain **two** disadvantages of the virtual tour for Morgan Hall Hotel.

(4)

1

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2

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(Total for Question 3 = 6 marks)



4 There are many different types of accommodation in the travel and tourism sector.

(a) Two types of accommodation are hotels and youth hostels.

State **two** other types of accommodation.

(2)

1

2

(b) Give **two** products or services provided in serviced accommodation that are **not** provided in non-serviced accommodation.

(2)

1

2

(c) Explain **two** reasons why youth hostels are a suitable choice of accommodation for school groups.

(4)

1

2

(Total for Question 4 = 8 marks)



5 Many UK travel agents are members of ABTA.

Explain **two** benefits for customers of booking holidays with an ABTA member travel agent.

1

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2

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(Total for Question 5 = 4 marks)



6 A taxi firm, A-B Taxis, provides airport transfers for the customers of a travel agent, Red Rose Travel. This interrelationship is a partnership. One advantage of partnerships is improved marketing and promotion.

One way the two organisations can work together to promote their services is through shared advertising.

Other than shared advertising, explain **two** ways A-B Taxis could promote its services by working with Red Rose Travel.

1

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2

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(Total for Question 6 = 4 marks)



7 YOLO Travel is a tour operator specialising in holidays for the 18–30 market. YOLO Travel wants to merge with 2Point4 Trips, a tour operator specialising in holidays for families. Over the last two years, both organisations have seen a reduction in the number of customers booking holidays.

One advantage of the merger is that the organisations will have access to more customers through a wider customer base.

(a) Explain **one** other reason a wider customer base is an advantage for YOLO Travel and 2Point4 Trips.

(2)

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YOLO Travel and 2Point4 Trips have merged to form a corporate group. Following the merger, there have been a number of customer complaints. Managers are concerned that the merger has had a negative effect on customer care.

(b) Explain **two** reasons why the merger may have had a negative effect on customer care.

(4)

1

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2

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(Total for Question 7 = 6 marks)



- 8 The 2012 London Olympic and Paralympic Games (the Games) was a major event. One of the aims of hosting the event was that it would make a significant contribution to the UK economy.

2012 London Olympic and Paralympic Games data
31 million overseas visitors came to Britain, this was 4% up on 2010
UK residents took fewer trips abroad in 2012
Domestic visits to London increased by 9.5%
£730 million was spent in the UK by tourists visiting the Games, of which around 80% was spent in London
Some tourist attractions saw a 50% fall in visitor numbers while the Games were on
£6.5 billion was invested in upgrading the transport infrastructure. During the Games people working in London were discouraged from using the transport system
More than 46,000 people worked on the Olympic Park and Olympic Village, 10% of whom were previously unemployed
Overall, it is estimated that hosting the Games cost the UK an estimated £9 billion
By the end of the Games, £14 billion in new business deals had been announced

(Source: adapted from International Passenger Survey (IPS) and IOC London 2012 Facts and Figures)





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