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Centre Number					Learner Registration Number				
Pearson BTEC Level 1/Level 2 First Award									

Travel and Tourism

Unit 1: The UK Travel and Tourism Sector

Monday 11 January 2016 – Morning 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. 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 ☒.



(Source: A. Green)

1 (a) Identify the type of visitor attraction shown in the photograph.

(1)

- A Purpose-built
- B Natural
- C Heritage
- D Historical

(b) Identify **one** product or service offered by ancillary organisations in the travel and tourism sector.

(1)

- A Insurance
- B Registration
- C Licensing
- D Regulation

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(c) What do the letters CAA stand for?

(1)

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(d) One example of arts and entertainment is theatre.

Give **two** other examples of arts and entertainment.

(2)

1

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2

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(e) Many hotels employ a member of staff called a concierge.

Name **two** services a concierge would provide for hotel guests.

(2)

1

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2

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(f) Holidays and short breaks are examples of leisure travel.

Give **two** other examples of leisure travel.

(2)

1

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2

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(Total for Question 1 = 9 marks)



2 Use the information in the table to answer Question 2

Domestic Tourism in Great Britain and England: 2010 – 2014 Trips and Expenditure

	All Domestic Tourism (Millions)				
TRIPS	2010	2011	2012	2013	2014
Great Britain	90,387	96,562	93,512	93,516	86,760
England	74,343	79,293	77,282	76,729	70,408
EXPENDITURE	2010	2011	2012	2013	2014
Great Britain	£15,592	£17,815	£18,137	£18,329	£17,677
England	£12,441	£14,078	£14,683	£14,658	£14,002

(Source adapted from: VisitEngland)

(a) Identify the expenditure on domestic trips in Great Britain in 2014.

(1)

(b) Identify the year that England had the highest amount of expenditure on domestic trips.

(1)

- A 2010
- B 2011
- C 2012
- D 2013

(c) Identify the year in which the fewest domestic trips were taken in Great Britain.

(1)

- A 2011
- B 2012
- C 2013
- D 2014

(Total for Question 2 = 3 marks)

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3 (a) Dark tourism and cultural heritage are two examples of specialist travel.

Give **two** other examples of specialist travel

(2)

1

2

(b) (i) What is dark tourism?

(1)

(ii) Give **one** example of dark tourism.

(1)

(Total for Question 3 = 4 marks)

4 (a) Identify the type of organisation that is owned or controlled by shareholders.

(1)

- A Stakeholder
- B Private
- C Voluntary
- D Government

(b) Identify the example of horizontal integration.

(1)

- A Airline merging with another airline
- B Tour operator acquiring a travel agent
- C Retailer merging with a wholesaler
- D Hotel acquiring a car hire company

(Total for Question 4 = 2 marks)



5 A zoo has recently introduced multimedia technology. One advantage for the zoo is improved visitor experience.

Explain **two** other advantages for the zoo of using multimedia technology.

1

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(Total for Question 5 = 4 marks)

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6 (a) Bookatrip.com is a large online travel provider. Customers can use the Bookatrip.com website to view flights and accommodation from a wide range of providers. Customers can book pre-packaged holidays or tailor make their own trip.

One advantage for customers of using online travel services is the ability to compare travel options offered by a large number of different providers.

Give **two** other advantages for customers of using online travel services such as Bookatrip.com rather than a high street travel agency.

(2)

1

2

(b) Luxury Selections is a small specialist tour operator for the over 55s. It offers holidays in top quality hotels that customers book directly over the telephone. Luxury Selections is considering joining Bookatrip.com to increase sales. Its holidays would be viewed and booked on the Bookatrip.com website.

Explain **two** disadvantages for Luxury Selections of using Bookatrip.com to increase bookings of its holidays for the over 55s.

(4)

1

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2

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(Total for Question 6 = 6 marks)



7 One role of airlines is to ensure passenger safety.

Explain **two** ways that airlines keep their passengers safe.

1

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2

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(Total for Question 7 = 4 marks)

8 QuickTrack is a major rail operator. Last year a number of QuickTrack's trains into and out of London had to be cancelled at short notice, leaving many passengers stranded. The worst affected were people who worked in London and could not get home.

Since then QuickTrack has introduced an email travel alert service to inform customers of cancellations.

Explain **two** disadvantages for travellers of QuickTrack's email travel alert service.

1

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(Total for Question 8 = 4 marks)

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The World Travel Fair, Shanghai, China



(Source: <http://www.accidentaltravelwriter.net/accidental-travel-writer/>)

VisitBritain is the UK's national tourist board. It wants to attract more Chinese tourists to the UK so has decided to exhibit at the next World Travel Fair in Shanghai.

This large international travel fair promotes destinations and organisations around the world. In 2014 it attracted 45,000 visitors and 570 exhibitors from 55 countries.

(Statistics from www.worldtravelfair.com)

9 One way in which more Chinese tourists may be encouraged to visit the UK is by picking up promotional literature from the VisitBritain exhibition stand at the travel fair.

(a) Explain **two** other ways that exhibiting at the World Travel Fair will help VisitBritain encourage more Chinese tourists to visit the UK.

(4)

1

2



VisitSW is the regional tourist board for the South West of England. This region is the birthplace of a famous author and provides the setting for her books. Next year is the 100th anniversary of her birth.

One of VisitSW's roles is to increase visitor spending. One way it hopes to achieve this is by advertising the 100th anniversary to attract more visitors to the region.

(b) Explain **one** other way VisitSW could use the 100th anniversary to increase visitor spending in the region.

(2)

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(Total for Question 9 = 6 marks)

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Use the following information to answer Question 10.

Liverpool Cruise Terminal

10 In 2012 Liverpool opened a temporary cruise terminal. For the first time cruises could start and end in the city, with ships able to dock on the waterfront close to the city centre and its attractions.

- The terminal cost £19 million to build.
- Each year it receives 54 ships and approximately 80,000 passengers.
- Each passenger spends around £70 per visit, bringing £5.8 million to the city's economy.

Liverpool City Council is paying back £9 million it received in government grants for the building of the temporary terminal, which is now at capacity and cannot be expanded.

There has been an increased demand for cruises that depart from the UK and the council hopes to build a permanent cruise facility. Initial estimates suggest the cost could be up to £60 million.

Discuss the potential contribution to Liverpool's economy of building a permanent cruise terminal.

(8)

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(Total for Question 10 = 8 marks)

TOTAL FOR PAPER = 50 MARKS

