Please check the examination details below before entering your candidate information

Candidate surname	Other names

Centre Number

Learner Registration Number

Pearson BTEC Level 3 National Certificate, Extended Certificate, Foundation Diploma, Diploma, Extended Diploma

Tuesday 16 January 2024

Afternoon (Time: 1 hour 30 minutes)

Paper reference **20207K**

Travel and Tourism

UNIT 1: The World of Travel and Tourism

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 75.
- The marks for **each** question are shown in brackets – *use this as a guide as to how much time to spend on each question.*
- You may use a calculator.

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 ▶

P77389A

©2024 Pearson Education Ltd.

1/1/1/1/1/1

P 7 7 3 8 9 A 0 1 2 0

Pearson

Answer ALL questions. Write your answers in the spaces provided.

There are many voluntary sector travel and tourism organisations.

Voluntary sector travel and tourism organisations are often staffed by volunteer workers and paid employees.

1 (a) Explain **one** potential benefit to voluntary sector travel and tourism organisations of using volunteer workers.

(2)

.....

.....

.....

.....

(b) Explain ways that voluntary sector travel and tourism organisations could meet **two** potential aims.

(4)

1 .....

.....

.....

.....

2 .....

.....

.....

.....

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

There are many different types of public, private and voluntary sector visitor attractions.

(c) Explain **two** roles of visitor attractions.

(4)

1 .....

.....

.....

.....

2 .....

.....

.....

.....

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

KatmanZoo! is a voluntary sector visitor attraction in the UK. It is a zoo with large enclosures containing different animals from South Asia.

Entry to *KatmanZoo!* costs £5.00 per adult and £2.50 per child.

There is a kiosk that sells a small range of refreshments and souvenirs.

KatmanZoo! needs to raise funds to pay for improvements to its snow leopard enclosure.

(d) Discuss potential funding options for *KatmanZoo!*

(8)

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

KatmanZoo! is considering investing in new technology.

The technology sends information about animals to an app on visitors' smartphones.

Information is sent when visitors are near to an animal enclosure.

(e) Evaluate the potential impacts on *KatmanZoo!* of investing in this technology.

(8)

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

(Total for Question 1 = 26 marks)

DO NOT WRITE IN THIS AREA
DO NOT WRITE IN THIS AREA
DO NOT WRITE IN THIS AREA

BLANK PAGE

DO NOT WRITE IN THIS AREA
DO NOT WRITE IN THIS AREA
DO NOT WRITE IN THIS AREA

CittàBreaks is a tour operator that offers luxury all-inclusive city breaks.

2 (a) Give **two** possible channels of distribution for *CittàBreaks*.

(2)

1 .....

.....

2 .....

.....

CittàBreaks is a UK-based company that has offices in many countries around the world.

CittàBreaks' business operations may cause economic leakage.

(b) Explain the term 'economic leakage'.

(2)

.....

.....

.....

.....

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

CittàBreaks offers an all-inclusive trip to Paris. Prices start at £799 per person.

The city break includes:

- door to door pick up from a customer's UK address
- transportation on a luxury coach. Classical music is played on board to entertain customers
- luggage porterage (customers' luggage is carried for them)
- five nights at a deluxe 5* city centre hotel
- no single room supplement
- breakfast, lunch, dinner and drinks in traditional silver service restaurants
- a tour of fine art museums
- evening entertainment, including a dinner dance and a night at the theatre.

The city break to Paris is very popular with older customers.

(c) Discuss ways that the city break could be adapted to meet the needs of families with young children.

(10)

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA
DO NOT WRITE IN THIS AREA
DO NOT WRITE IN THIS AREA

One factor that affects travel and tourism organisations is reduced disposable income.

Market research shows that many of *CittàBreaks'* customers are considering booking their next trip with a cheaper tour operator.

(d) Assess ways that *CittàBreaks* could respond to a reduction in its customers' disposable income.

(10)

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA
DO NOT WRITE IN THIS AREA
DO NOT WRITE IN THIS AREA

(Total for Question 2 = 24 marks)

The travel and tourism industry contributes to the UK's GDP and is very important to the economy.

3 (a) Give the words represented by GDP.

(1)

.....

.....

DO NOT WRITE IN THIS AREA
DO NOT WRITE IN THIS AREA
DO NOT WRITE IN THIS AREA

Data is used by travel and tourism organisations for many different reasons.

Table 1 – Rank order of inbound tourism to the UK based on total number of visits (2018–2023)

Visits from residents of:	Rank Order (2018–2023)					
	2018	2019	2020	2021	2022	2023
USA	3	2	2	1	1	1
France	1	1	1	2	2	2
Germany	2	3	3	3	3	3
Republic of Ireland	4	4	4	4	4	4
Spain	5	5	5	5	5	5
Italy	6	7	6		6	6
Netherlands	7	6	7	6	7	7
Poland	8	8	8	8	8	8
Belgium	9	9	9	9	9	9
Australia	10	10	10	10	10	10

The highest number of visits to the UK each year were from the country ranked number 1. The lowest number of visits were from the country ranked number 10. Data is missing from Table 1.

(b) (i) Complete **Table 1** by filling in the **blank box**.

(1)

(ii) Identify the year when Germany was ranked number 2.

(1)

.....

(iii) Describe **one** way that **one type** of travel and tourism organisation could use the data shown in **Table 1**.

(2)

.....

.....

.....

.....

DO NOT WRITE IN THIS AREA
DO NOT WRITE IN THIS AREA
DO NOT WRITE IN THIS AREA

Beachytown is a UK coastal resort that receives large numbers of domestic and inbound tourists.

A bad review of *Beachytown* has been published in a popular travel magazine that is distributed in the UK and the USA.

The headline of the review is '*Beachytown: Dirty and Disappointing*'.

(c) Discuss the potential implications of **not** managing this bad press.

(8)

DO NOT WRITE IN THIS AREA
DO NOT WRITE IN THIS AREA
DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA
DO NOT WRITE IN THIS AREA
DO NOT WRITE IN THIS AREA

Tourists usually visit *Beachytown* between May and September.

Beachytown has many outdoor attractions that are not appealing to visitors when the weather becomes colder and wetter.

The majority of *Beachytown's* tourist facilities and services close during the winter months because of low visitor numbers.

Many of *Beachytown's* residents are in seasonal employment.

Beachytown's local council is working with a destination management organisation (DMO) to find ways of extending the tourist season.

One proposal is for *Beachytown* to build a 'Winter Wonderland' attraction that would open from November to January. The Winter Wonderland would feature a festive market, over 50 rides and attractions, bars, restaurants and live shows, including a circus, an ice show and live music.

(d) Evaluate this proposal for ***Beachytown***.

(12)

DO NOT WRITE IN THIS AREA
DO NOT WRITE IN THIS AREA
DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA
DO NOT WRITE IN THIS AREA
DO NOT WRITE IN THIS AREA

.....

.....

.....

.....

(Total for Question 3 = 25 marks)

TOTAL FOR PAPER = 75 MARKS

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

Acknowledgements

Table 1 (Adapted from source: ONS)