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

Thursday 16 May 2024

Morning (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 ▶

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

Rail travel is one method of public transport used in the UK.

1 (a) Give the names of **two** UK rail operating companies.

(2)

1 .....

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2 .....

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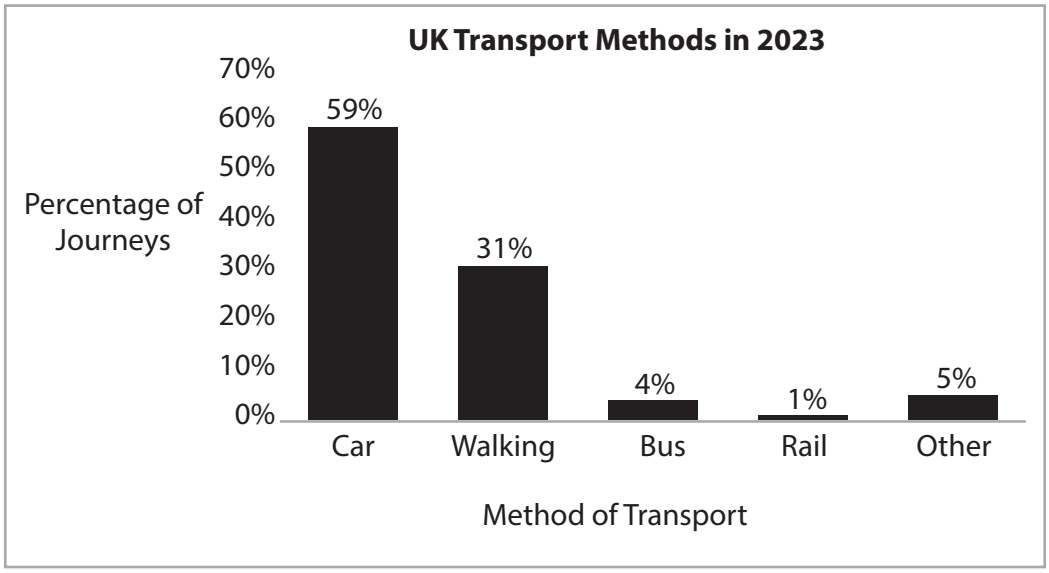
Data can help rail operating companies identify trends in the transport sector.

Use the information in the bar chart to answer question 1 (b) (i).



(b) (i) Calculate the combined percentage of journeys made by car and by walking.

(1)

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Data shows that there is a trend for domestic tourists to travel by car instead of by rail.

(b) (ii) Give **two** possible reasons for this trend.

(2)

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SpeedyTrack is a UK rail operating company.

FerryCo is a company that operates ferry routes between Great Britain and Northern Ireland.

SpeedyTrack and *FerryCo* have decided to work together to offer 'rail and sail' tickets.

A single 'rail and sail' ticket is valid for one day and includes all rail and ferry transportation to a passenger's destination.

Passengers do not have to book in advance but the ticket is subject to availability.

(c) Explain **one** potential advantage of the interrelationship between *SpeedyTrack* and *FerryCo* for **passengers**.

(2)

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*SpeedyTrac*k and *FerryC*o are considering using technology to raise awareness of their new 'rail and sail' ticket.

(d) Evaluate potential communication and promotion technologies for *SpeedyTrack* and *FerryCo*.

(8)

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The owners of *SpeedyTrack* have decided to buy *FerryCo*.

(e) Evaluate potential impacts on *FerryCo* and its employees of this horizontal integration.

(10)

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(Total for Question 1 = 25 marks)

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Travel agencies offer many job opportunities.

2 (a) Describe **one** direct job role available in a travel agency.

(2)

Many UK-based travel agencies are members of ABTA.

(b) Explain **two** potential benefits **for customers** of making travel arrangements with an ABTA member.

(4)

1

2

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CorporTrav is a **business travel agency**. *CorporTrav* organises and manages travel arrangements for corporate customers.

CorporTrav has been in operation since 1965. Its opening hours are Monday to Friday, 10am – 3.30pm. Customers can make bookings face to face, or by telephone.

Since *CorporTrav* first opened, the working patterns of its customers have changed significantly.

CorporTrav has recently lost customers and must make changes to remain competitive.

(c) Discuss the ways ***CorporTrav*** could respond to the **changing working patterns** of its customers.

(8)

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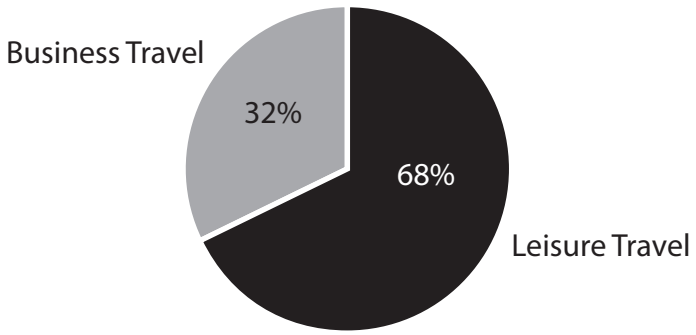
CorporTrav is considering expanding into the leisure travel market.

It has market research that shows the distribution of spending on leisure and business travel in the UK in 2023.

Distribution of spending on leisure and business travel in the UK (2023)



(d) Assess the potential impacts on ***CorporTrav*** of expansion into the leisure travel market.

(10)

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SmART! is a **public sector** art gallery in England. Entry is free of charge.

SmART! has many exhibitions, a café and a gift shop.

There is a room that can be hired for private events.

Public sector organisations like *SmART!* have a wide range of aims.

3 (a) Explain the ways that ***SmART!*** could meet two potential aims.

(4)

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2 .....

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Most visitors to *SmART!* are adults. *SmART!* wants to increase visitor numbers by appealing to families with young children.

(b) Describe **one** product/service that *SmART!* could introduce to attract families with young children.

(2)

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SmART! is planning an exhibition of work by a famous graffiti artist that will attract visitors from around the world. The exhibition may create the multiplier effect.

(c) Analyse the **multiplier effect** that the exhibition could create.

(8)

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Economic factors affect public sector visitor attractions.

(d) Evaluate the potential impacts of economic growth on *SmART!*.

(12)

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(Total for Question 3 = 26 marks)

TOTAL FOR PAPER = 75 MARKS

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Acknowledgements

Adapted from source: GOV.UK Rail Factsheet
Adapted from source: Statista