Please check the examination details below before entering your candidate information

Candidate surname	Other names

Centre Number | Candidate Number

Pearson BTEC Level 1/Level 2 Tech Award

Monday 15 January 2024

Afternoon (Time: 2 hours)

Paper reference **BTT03**

Travel and Tourism

COMPONENT 3: Influences on Global 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 candidate 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 60.
- 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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SECTION A

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

In some global destinations there may be risks to the personal safety and security of visitors.

One personal safety and security risk is getting lost.

1 (a) State **one other** personal safety and security risk.

(1)

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In some global destinations there may also be health risks from contracting infectious diseases such as typhoid.

(b) Give **two** symptoms of typhoid.

(2)

1 .....

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2 .....

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(c) State **one other** infectious disease or illness that may be a health risk in some global destinations.

(1)

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(Total for Question 1 = 4 marks)

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Severe weather events may affect global travel and tourism, such as tornadoes and hurricanes/cyclones.

2 (a) State **one other** type of severe weather event.

(1)

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(b) Give **one** feature of tornadoes and hurricanes/cyclones.

(1)

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(Total for Question 2 = 2 marks)

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Figure 1 is the Tourist Area Life Cycle (TALC) model that shows visitor numbers to a destination over time.

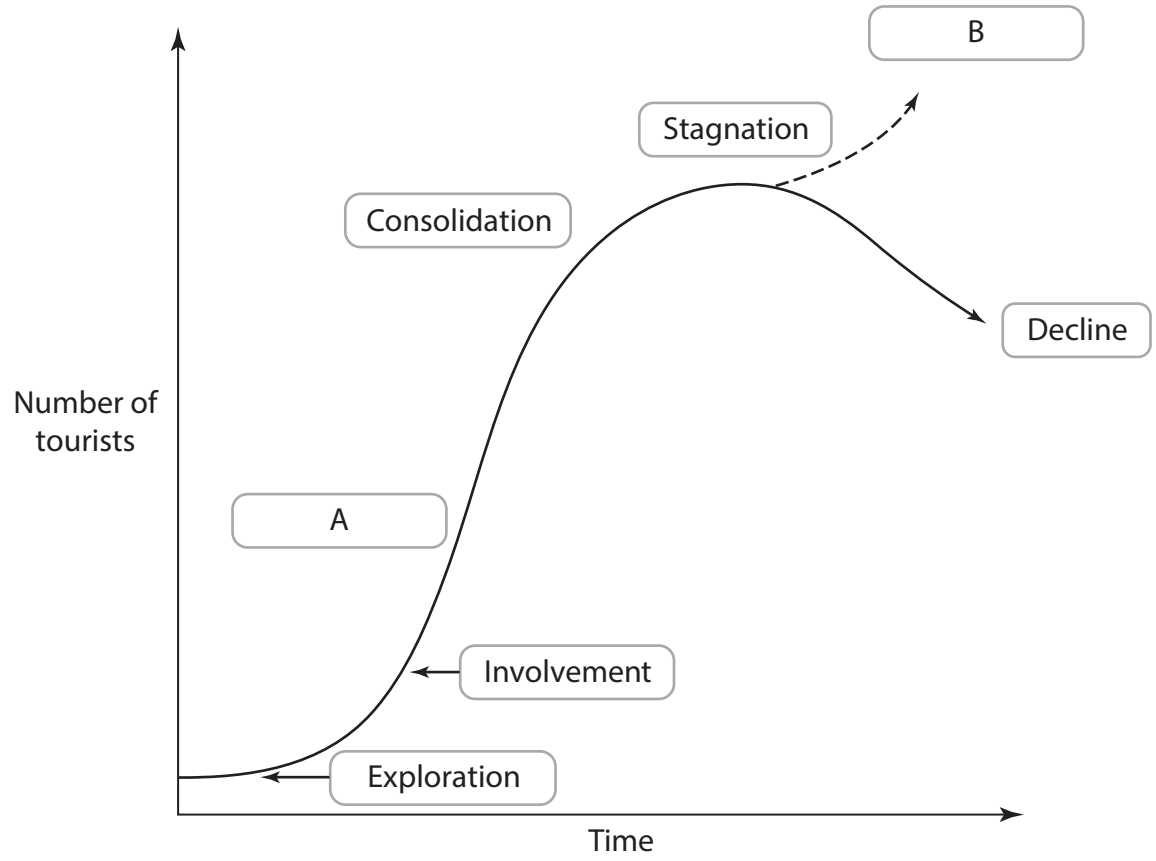

Figure 1

3 (a) State the stages of the Tourist Area Life Cycle (TALC) model labelled 'A' and 'B'.

(2)

A .....

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B .....

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Some destinations are known as **emerging**.

(b) Give the meaning of an emerging destination.

(1)

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Some destinations are known as **mature**.

(c) Give **two** characteristics of a mature destination.

(2)

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2 .....

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(Total for Question 3 = 5 marks)

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Table 1 shows the fluctuations in the currency exchange rate between the US dollar (USD) and the British pound (GBP) from February 2018 to February 2023.

	2018	2019	2020	2021	2022	2023
Value of 1 USD against the GBP	0.72	0.75	0.78	0.72	0.75	0.83

Table 1

4 Identify the value of 1 USD against the GBP in 2019.

.....

(Total for Question 4 = 1 mark)

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Tourism may have positive impacts.

5 (a) State **two** positive environmental impacts of tourism.

(2)

1 .....

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2 .....

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Providing training opportunities for local people can create positive economic impacts.

(b) Explain **one** positive economic impact of providing training opportunities for local people.

(2)

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Managing sociocultural impacts can create benefits for local people.

(c) Explain **two** ways sociocultural impacts may be managed to benefit local people.

(4)

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(Total for Question 5 = 8 marks)

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Many travel and tourism organisations are planning to be more sustainable.

Table 2 shows two types of travel and tourism organisation and an issue that each organisation has to manage.

6 Complete Table 2:

(i) Give **two examples** of how an airline can **reduce single use plastic**

(ii) Give **two examples** of how a high street travel agency can **save energy**.

(4)

Type of travel and tourism organisation	**Issue**	**Examples**
(i) Airline	Reduce single use plastic	1 .... 2 ....
(ii) High street travel agency	Save energy	1 .... 2 ....

Table 2

(Total for Question 6 = 4 marks)

TOTAL FOR SECTION A = 24 MARKS

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SECTION B

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

JAPAN

Map 1 shows the location of Japan.

Map 1

Japan was closed to international visitors because of Covid travel restrictions. When the borders were reopened visas were needed for people from Russia, China, India, Vietnam and the Philippines.

Table 3 shows the cost of different types of visa needed to enter Japan.

Visa type	Indian nationals (£)	Other nationals (£)
Single entry	6.00	20.00
Multiple entry	6.00	41.00
Transit	1.00	5.00

Table 3

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7 (a) Identify the cost of a visa for a person from Vietnam visiting Japan for a two-week holiday.

(1)

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(b) Identify the cost of a visa for a person from India travelling to Australia via Japan.

(1)

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One factor influencing global destinations is natural disasters such as a tsunami.

(c) State **two other** types of natural disaster.

(2)

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2 .....

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Northeastern Japan

This region includes a very large wilderness area of mountains, forests, lakes and hot springs. The coastline is mainly rugged but there are beaches. Jodogahama beach is one of the best, with a white pebble beach and calm waters.

In 2011 a tsunami hit the region causing enormous damage. The devastating effects were seen by millions of people around the world.

Vast amounts of money have been spent on repair and reconstruction. There has been investment in museums, sports facilities and tourist attractions, including the rest house at Jodogahama beach which was completely destroyed.

With borders reopened, the government wants to attract more visitors to the region.

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(d) Explain **two** ways the government can use different types of media to promote northeastern Japan to attract more visitors.

(4)

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(Total for Question 7 = 8 marks)

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8 (a) Explain **one** negative economic impact of tourism.

(2)

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Image 1 shows the boathouses of Ine Bay, Japan.

Image 1

The small fishing town of Ine is situated on the coast of Ine Bay. It is easily accessible from the city of Kyoto.

Ine is known for its historic boathouses, called 'Funaya'. These attractive huts were originally built to protect the fishing boats from the sea. Boats were stored on the first floor and fishing nets were stored on the second floor.

Today, some huts are still used by local fishermen for storage and to hang out fish to dry. Modern fishing boats are moored in the water and families live in houses behind the row of Funayas.

Traditional lifestyles and customs based on fishing and agriculture continue and the local residents live simply.

Before 2020, thousands of tourists travelled to Ine Bay. Most tourists arrived by coach and car but many arrived by boat. Cruise ship passengers took day trips here to Ine from Kyoto.

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(b) Identify **two** negative environmental impacts of tourism on Ine Bay.

(2)

1 .....

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2 .....

.....

When Japan was closed to tourists the government decided to control tourism in Ine Bay and Ine to make it more sustainable.

Some of the methods included:

- a minimum stay of two nights in a local heritage inn
- food should be sourced locally
- guided walking tours.

Sustainable tourism includes increasing the positive impacts of tourism.

(c) Explain **two** ways the methods introduced by the government will create positive impacts for the local people of Ine Bay and town.

(4)

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(Total for Question 8 = 8 marks)

TOTAL FOR SECTION B = 16 MARKS

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SECTION C

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

UK City of Culture

The UK City of Culture is a competition run by the government's Department of Digital, Culture, Media and Sport (DCMS) every four years. The city that 'wins' holds the title for 12 months.

Status as a UK City of Culture can project a city onto the world stage and attract millions of visitors and significant financial investment. Also, residents can become more inspired and positive, feeling proud of where they live.

Map 2 shows the location of Hull and northern Europe.

Map 2

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Hull

Hull is a city in northeast England. Hull has been a port since medieval times and has some historic buildings. Due to a decline in the manufacturing and fishing industries, Hull has high levels of unemployment.

2013

In 2013 it was announced that Hull would become the UK City of Culture in 2017.

The Hull 2017 team was created and included Visit Hull and East Yorkshire (VHEY) and the City Arts Unit. Over £3 billion was raised for investment towards the cost of preparations for 2017. The vision was to make Hull a world class visitor destination.

2017 Hull UK City of Culture

- 2,800 events, cultural activities and exhibitions
- over 300 venues
- over 5 million visitors
- 9 out of 10 residents involved in cultural events
- 800 new jobs created.

Since 2017

Hull Venue opened for music and events.

Future plans included:

- develop and invest in the city's culture and history
- build a new bridge to reconnect the city to its waterfront
- construct a cruise ship terminal.

9 (a) Discuss the benefits for Hull as a visitor destination of being the UK City of Culture in 2017.

(6)

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Local governments have a key role in tourism development.

(b) Explain **one** role of local government in developing tourism in Hull.

(2)

Fluctuating exchange rates can influence global travel and tourism.

(c) Explain **one** way the euro (€) being strong against the GBP (£) could affect tourism in Hull.

(2)

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RestINN is a popular hotel in Hull, attracting businesspeople, families and couples.

It offers a variety of rooms including executive suites.

Executive suites include:

- complimentary tea, coffee, water, biscuits
- a range of toiletries
- bathrobes and slippers
- a free newspaper.

Breakfast is included in the room cost.
A wide choice is available:

- full English – eggs, bacon, beans, sausage, tomatoes
- continental – cheese, cold meats, bread, pastries
- selection of fruit, cereals, yoghurts.

(d) Explain **two** ways RestINN may respond to a recession in the UK.

(4)

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Travel and tourism organisations in Hull

- Visit Hull – regional tourism agency
- Hays Travel – large travel agency based in the northeast of England
- RestINN – hotel
- Hull Trains – operate direct trains to London daily, journey time 3 hours
- P&O Ferries – operate passenger ferries offering mini cruises with overnight sailings between Hull and Rotterdam, Netherlands
- The Deep – Aquarium & Sealife Centre.

Visit Hull aims to continue to develop tourism in Hull. It is working together with Hays Travel, RestINN, Hull Trains, P&O Ferries and The Deep.

(e) Discuss how these organisations could work together to attract more tourists to visit Hull.

(6)

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(Total for Question 9 = 20 marks)

TOTAL FOR SECTION C = 20 MARKS
TOTAL FOR PAPER = 60 MARKS

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Acknowledgements

Figure 1 adapted from: RW Butler, Tourist Area Life Cycle 1980
Table 1 adapted from: https://www.statista.com
Table 3 adapted from: https://www.uk.emb-japan.go.jp/itpr_en/index_000075.html
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