

## Edexcel Principal Learning

# Travel and Tourism

Level 2

Unit 1: Journeys and Destinations in Travel and Tourism

May 2013

Pre-release Resource Booklet

Paper Reference

**TT201/01**

**You do not need any other materials.**

### Instructions to Candidates

These materials are for use in preparation for the examination for:

Level 2: Unit 1 – Journeys and Destinations in Travel and Tourism.

The materials are to be used to help prepare you for the external assessment of the following learning outcomes within the unit:

- Learning outcome 3: Understand why new and emerging destinations are increasing in popularity.
- Learning outcome 4: Understand the impacts of travel and tourism.

You will need to use this booklet to prepare for the examination. Your tutor will go through the resource booklet with you for approximately **four** hours in the lessons leading up to the examination. This will help prepare you for the examination, but you should research the topics further yourself in order to fully prepare for the examination.

You will **not** be allowed to take the booklet into the examination.

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## Destination 1 – Tallinn, Estonia



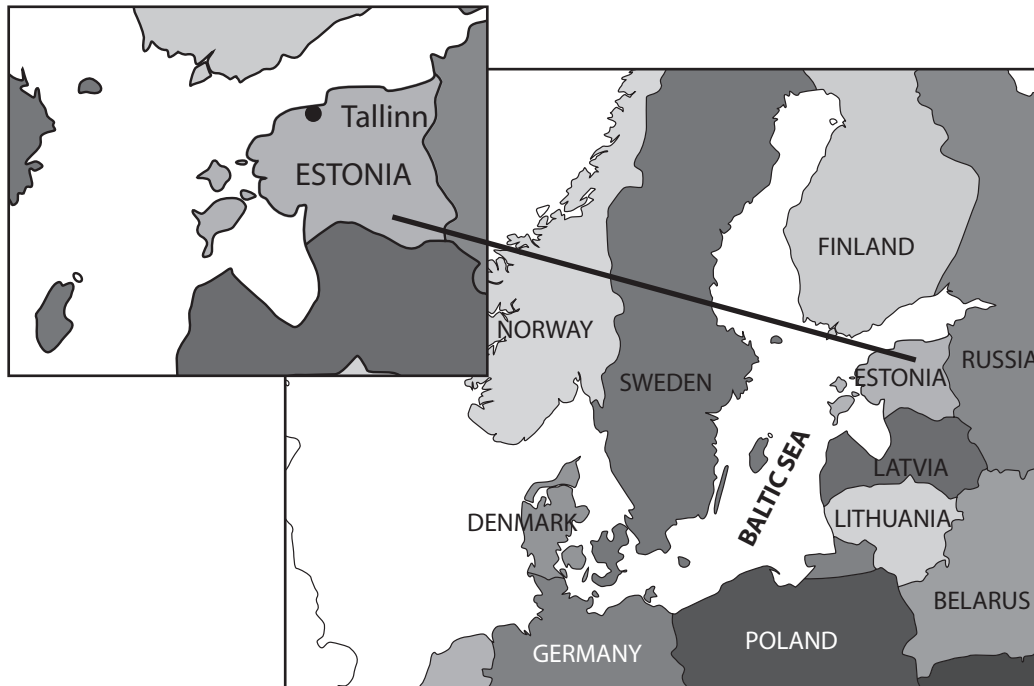
Estonia is a country of about 1.3 million people. It gained independence from the Soviet Union in 1991 and joined the European Union (EU) in 2004. On 1 January 2011 Estonia joined the Eurozone and switched its currency from Estonian Kroons to the euro. The capital city of Estonia is Tallinn.

### Tallinn

During the 14th century Tallinn was one of the best fortified cities in Europe. The town's wall was constructed with 66 defence towers – 20 of these remain today. In the 15th century there was a major construction boom in the city creating most of the fine medieval architecture that visitors can still see today.

In 1684 there was a major fire which destroyed much of the city, resulting in another period of building, much of which is now called the Old Town. Very little has changed since this time in this part of the city.

In 1997 UNESCO designated the Old Town a World Heritage Site because it is an outstanding and well-preserved example of a medieval town.



### Recent Tourism

Tourists from the Baltic countries, especially Sweden, Finland and Denmark, have been attracted to Tallinn for weekend breaks for a number of years. They have been drawn to the destination by the culture, medieval architecture and the fact that food and drink is significantly cheaper here than in their own countries. It is also easy for people from these countries to travel to Estonia as it is so close.

Up until 2004 few British tourists visited Tallinn. Those who did visit were mainly over 50 years old and interested in culture and architecture. Outside Tallinn itself, other attractions such as the limestone cliffs at Ontika, the coastal spa town of Parnu and the nature reserves to the west were also popular with this type of tourist who would come for one or two week holidays.

On 31 October 2004 the first easyJet flight from Britain landed at Tallinn's airport. For around £40 each way the journey became instantly affordable to Britons. The state airline, Estonian Air, soon reduced its prices to compete. In 2005 63,000 people from the UK flew into Tallinn's airport, a 62% increase on the previous year.

While many British tourists are well behaved and respectful during their visit, the locals noticed a new type of tourist. When travelling to Tallinn became easier and cheaper, it became a popular destination for European city breaks. It was especially popular amongst groups of people on hen and stag weekends. Tallinn's residents became affected by the rowdy behaviour of some of these groups. As the city is so small it became difficult to ignore this type of tourist.

There have been reports of fights and vandalism and one bar has banned large groups of Britons. Several hotels will no longer accept bookings from hen or stag parties.

One local resident complained: 'The British come here because they think the drink is cheap. They make too much noise and drive other people out of the bars. Locals do not always feel safe walking in their own streets late at night.'

However, another resident commented: 'These tourists bring in a lot of money to bars, restaurants and other entertainment venues.'

## Learning Activities

- In pairs or small groups discuss the impact tourists have had on the city of Tallinn. Make a list of these, both positive and negative.
- Discuss how the negative impacts could be reduced.

## Current and Future Tourism

Tallinn was the European Capital of Culture in 2011. Tallinn organised a variety of events throughout the year including art exhibitions, concerts, outdoor cinema, literature and theatre events, dance and opera festivals, youth programmes, town tours, the Tallinn marathon and the European Figure Skating Championships.

Tallinn's status as European City of Culture attracted more tourists from across Europe who wanted to experience the festivals and events.



The introduction of the euro as Estonia's currency in January 2011 instantly made Estonia more expensive for tourists especially those whose currencies were not strong against the euro. However, it was hoped that the tourists attracted to the newly designated Capital of Culture would be less concerned about the cost.

## Learning Activities

In pairs or small groups discuss how each of the following may have affected the tourism trade from Britain to Tallinn:

- introduction of the euro
- Tallinn becoming European Capital of Culture.

## Sources

- <http://www.travelwithamate.com/holiday-in-estonia-2011>
- <http://www.visitestonia.com>
- <http://www.tallinn-life.com/tallinn/history>
- <http://www.guardian.co.uk/travel/2007/may/21/g2.bookextracts>

## Destination 2 – Scarborough, UK



### Case Study – Development of Tourism in Scarborough

Scarborough is a traditional English seaside holiday destination. It has been called ‘the Queen of the Yorkshire Coast.’

The town is divided by the Castle headland into two bays – North Bay and South Bay. Hotels, cottages, holiday parks and guest houses can be found along both bays with views overlooking the sea. Accommodation can also be found close to the town centre and the railway station.

Scarborough’s range of seaside attractions brought over 5 million people to the town in 2005, generating over £380 million of revenue and supporting over seven thousand local jobs.

#### Visitors to Scarborough

In the past decade visitors have tended to be from neighbouring regions and counties. 50% of visitors came from Yorkshire, the East Midlands, and the North West.

Traditionally, a third of visitors were retired or looking for inexpensive holidays.

More recently visitors to Scarborough are likely to be younger with higher levels of disposable income. They are also coming from other regions of the UK, eg the South East and the West Midlands.

Since the recession that began in 2008, Scarborough has seen rising numbers of visitors choosing the town for their main summer holiday.

Many UK seaside towns have seen a dramatic revival as rising air fares and the strength of the Euro have discouraged holidaymakers from going overseas.



## Scarborough

### Tourism Today

A key objective for Scarborough is to create new market demand in high value sectors such as business travel. In 2010 the town council joined forces with the nearby city of York to increase its business tourism market.

Scarborough Spa conference centre was fully refurbished in 2010 at a cost of £7 million. The venue can now accommodate up to 1900 delegates.

2010 also saw Scarborough winning the title 'Europe's most Enterprising Place' in the European Enterprise Awards.

### Activities

- Carry out further research into tourism in Scarborough using websites and recent journals to help you.
- Using this information as a starting point, explore reasons why Scarborough is reinventing itself and gaining more visitors.

### Sources

- <http://www.scarborough.co.uk>
- <http://www.visityork.org/media/news/release/NR-YorkScarbbusinesstourism-Jan10>
- Scarborough Borough Tourism Strategy 2005–2010
- 'Staycation' Britons like to be beside the seaside. The Daily Telegraph Saturday 27 August 2011

## **Acknowledgements**

The information on this page will not be examined.

## **Image Credits**

Tallinn 2011 Concert – Estonia Tourist Board

Scarborough – © Photograph by Colin Grice, from [www.geograph.org.uk](http://www.geograph.org.uk)

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Surname

Other names

**Edexcel**  
**Principal Learning**

Centre Number

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Candidate Number

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# Travel and Tourism

Level 2

**Unit 1: Journeys and Destinations in Travel and Tourism**

Tuesday 21 May 2013 – Morning

**Time: 1 hour 30 minutes**

Paper Reference

**TT201/01**

You may use a calculator.

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 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.
- Keep an eye on the time.
- Try to answer every question.
- Check your answers if you have time at the end.

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

### Section A

Read the following information before answering Question 1(a).

You work for a travel company that specialises in organising travel, accommodation and excursions within the UK for inbound visitors. Your main role is to help customers find and book the travel arrangements that best suit their needs. You use different information sources to help you in your role.

Miss Blundt and Mr Gottheim are two business people from Switzerland, travelling to the UK to attend a conference at the O2 Arena in London.

A profile sheet for Miss Blundt and Mr Gottheim is shown below.

Customer Information Form			
Customer Details			
Party name:	<i>Miss Blundt and Mr Gottheim</i>	Adults:	2
Party size:	2	Children:	0
Travel Details			
Preferred destination:	<i>London near the O2 Arena</i>	Departure date:	<i>Mon 30 April</i>
Departure point:	<i>Geneva</i>	Duration:	<i>3 nights</i>
Accommodation Details			
Room type:	<i>2 x double rooms for sole occupancy</i>	Preferred meal basis:	<i>Bed and breakfast</i>
Special requests:	<i>They want luxury accommodation and can book well in advance. They need to be able to contact the business whilst they are away. They will be leaving the hotel early each morning and will only require a light breakfast.</i>		
Specific Needs			
Other:	Lively	Excursions	Nightlife
Business Facilities ✓	Quiet	Beach	Kids' Club
What would the customer(s) like to see or do on their holiday?			
Attend conference.			



## The Hoxton Hotel



The Hoxton Hotel has 205 bedrooms. It is the first low cost, luxury hotel in town.

### Facilities

Each bedroom has air conditioning, free WiFi access and an hour of free calls each day to many European countries.

### Food and beverages

The Hoxton Grill and the bar area are open each day from 10.00 am to midnight, serving a variety of food.

Fruit, orange juice and yoghurt are delivered to your room for a quick start to your day.

### Prices

Room prices start low and increase as the day of arrival nears. To get the best deal of £49 per room per night, you should book as early as possible. Room rates can rise to £249 per room per night.

(Source: © The Hoxton Hotel)

## The Kensington Close Hotel 4\*



The Kensington Close Hotel and Spa has 550 bedrooms and suites.

### Facilities

Gym, sauna, steam room, indoor swimming pool and beauty treatments are available.

### Food and beverages

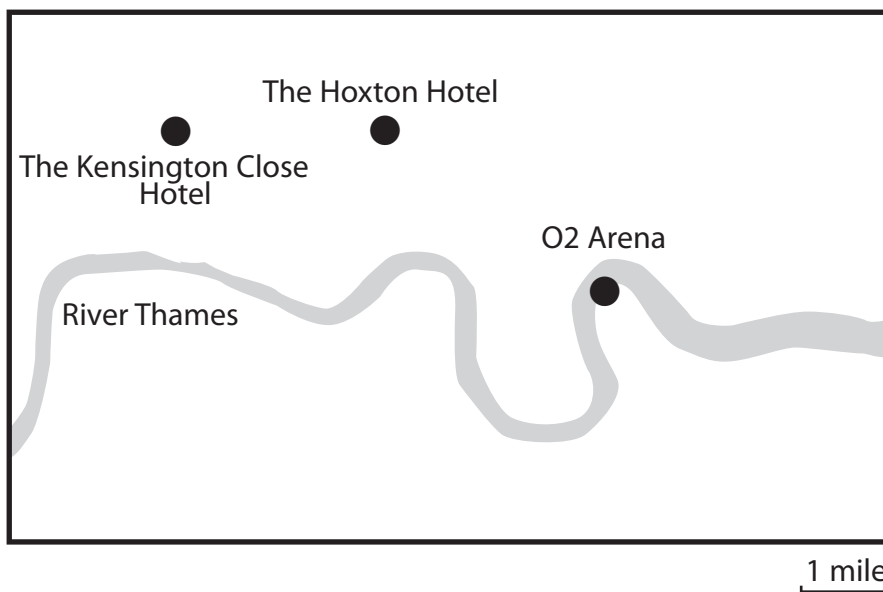
The full service restaurant has just been refurbished offering high quality cuisine. A full English breakfast is served here each morning.

The Lion Sports Bar is open from 10.00 am to midnight.

### Prices

Standard rooms from £90 per room per night.  
Executive rooms from £120 per room per night.

(Source: [www.kensingtonclosehotel.com](http://www.kensingtonclosehotel.com))



1 (a) Choose the accommodation that will best suit the needs of Miss Blundt and Mr Gottheim.

Explain **two** reasons why your chosen accommodation would appeal to Miss Blundt and Mr Gottheim.

(6)

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**Read the following information before answering Questions 1(b) and (c).**

The next customers to contact the travel company are a Spanish family who have just arrived in London for a holiday.

Mr and Mrs D'Souza and their twins, aged nine, Amelia and Antonia, also wish to visit York and Edinburgh whilst they are in the UK.

A profile sheet for the D'Souza family is shown below.

<b>Customer Information Form</b>			
<b>Customer Details</b>			
<b>Party name:</b>	<i>D'Souza</i>	<b>Adults:</b>	2
<b>Party size:</b>	4	<b>Children:</b>	2 ( <i>aged nine</i> )
<b>Travel Details</b>			
<b>Preferred destination:</b>	<i>York and Edinburgh</i>	<b>Departure date:</b>	<i>14 August</i>
<b>Departure point:</b>	<i>London</i>	<b>Duration:</b>	<i>3 or 4 nights</i>
<b>Accommodation Details</b>			
<b>Room type:</b>	<i>1 x double, 1 x twin</i>	<b>Preferred meal basis:</b>	<i>Bed and breakfast</i>
<b>Special requests:</b>	<i>Mr D'Souza speaks fluent English but his wife and children speak very little English. Two rooms with a connecting door.</i>		
<b>Specific Needs</b>			
<b>Other:</b>	Lively ✓	Excursions ✓	Nightlife
	Quiet	Beach	Kids' Club
<b>What would the customer(s) like to see or do on their holiday?</b>			
<i>Attend the Royal Edinburgh Military Tattoo*</i>			

\* a military display



You provide two **travel** options for the D'Souza family.

### Option 1

**The Edinburgh Military Tattoo and York** –  
a coach holiday operated by Newmarket Holidays.

Cost: £250 per person

The price includes:

- coach travel throughout
- three nights accommodation and breakfast in a hotel between Edinburgh and York (2 hours drive from each)
- a ticket for the Military Tattoo
- a visit to Edinburgh and York
- the services of a Newmarket Tour Manager.

### Option 2

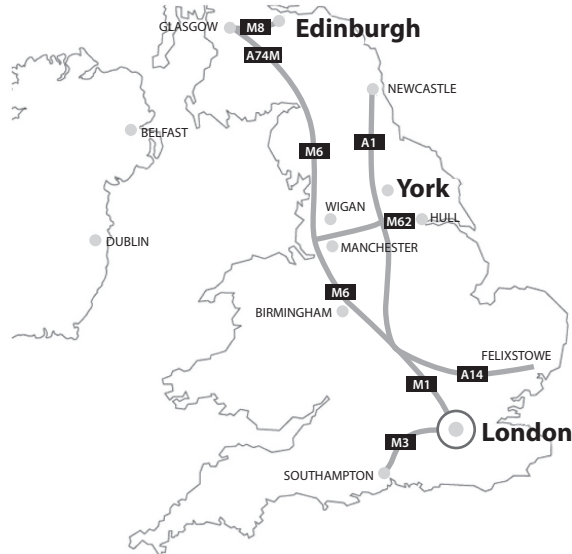
#### Edinburgh and York Self-drive Package

Hire a medium-sized family car from London and travel to your reserved accommodation in York and Edinburgh.

Cost: £950 in total

The price includes:

- car hire to travel to both York and Edinburgh
- free satellite navigation system (sat-nav)
- three nights accommodation with breakfast in central York and Edinburgh.







(c) Suggest another method of travel that the D'Souza family could use to visit York and Edinburgh that might reduce the environmental impact of their journeys.

Justify your suggestion.

(4)

Suggestion

Justification

**(Total for Question 1 = 18 marks)**



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## Gran Meliá Cancun, Mexico ★★★★★

On a beautiful white sandy beach with clear turquoise sea there is a world of activity available. The resort is near the Aqua World Marina, the largest in Cancun, which offers a wide variety of water sports. It has a diverse range of restaurants which will satisfy even the most demanding of tastes.

### Fun and Games

Three swimming pools, 9-hole golf course, and tennis court. Spa with relaxation zone, juice bar and massages. Classes including yoga, Pilates, Tai Chi, belly dancing and meditation. Hair and beauty salon with treatments including manicures, pedicures and facials. Gym with personal trainers, sauna and steam room. A range of water sports including: kayaks, canoes, windsurfing, water bikes, and diving lessons. Daily activities programme including aerobics, beach volleyball, football, water aerobics and salsa lessons.

### All Inclusive

All meals, snacks and afternoon tea, all local brand and selected international brand drinks by the glass and house wine with meals. All activities and entertainment above unless otherwise specified. Free WiFi in public areas.

7 nights from £1379						
Gran Meliá Cancun Prices (£ per person)						
	Adult 7 Nts	Adult 10 Nts	Adult 14 Nts	Child 7 Nts	Child 10 Nts	Child 14 Nts
01 Jun – 12 Dec	1379	1629	1949	899	1029	1189
13 Dec – 22 Dec	1929	2179	2499	1329	1456	1619
23 Dec – 24 Dec	2369	2799	3369	1559	1779	2069
25 Dec – 06 Jan	1849	2279	2849	1139	1359	1649
07 Jan – 06 Apr	1439	1699	2034	939	1069	1239
07 Apr – 30 Apr	1589	1839	2179	1029	1159	1329

(Source: © Virgin Holidays Mexico June 2012 – April 2013)



- 2 (a) Four friends, aged between 23 and 27, have decided to go on holiday together to Mexico and stay in the Gran Meliá Cancun.

Tom likes to play most types of sport although he cannot swim. Aziz wants a relaxing holiday. Emily loves being in the water and wants to experience different types of water-based activities. Saskia wants to keep fit whilst meeting new people.

Using all the resort information provided, identify **two** activities available for **each** member of the group that will meet their individual needs.

(8)

	Activity 1	Activity 2
Tom		
Aziz		
Emily		
Saskia		

- (b) The group decides to travel on 12 February and stay for 14 nights all inclusive.

Use the information provided to calculate the total cost for the four friends.

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(c) The four friends are meeting at London Victoria train station to catch a train to Gatwick Airport. Trains depart every 30 minutes (on the hour and half past each hour). The journey lasts 30 minutes. It takes 15 minutes to walk from Gatwick train station to check in. The group needs to check in at 21.00 for a 23.00 flight departure time.

Using the information provided, identify the latest train the group can catch in order to check in at 21.00 for their flight.

(2)

Travel Details	Time
Train departs London Victoria	
Train arrives London Gatwick	
Check in for flight to Mexico	21.00
Flight departs Gatwick Airport	23.00

**(Total for Question 2 = 12 marks)**

**TOTAL FOR SECTION A = 30 MARKS**



**Section B**

**Question 3 is based on the pre-release resource booklet on Tallinn, Estonia, and Scarborough, UK. Your answers should be based on your study of the pre-release resource booklet plus any additional research you may have undertaken.**

**3 (a) (i) Explain **one** positive impact of tourism development on Tallinn. (4)**

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**(ii) Explain **one** negative impact of tourism development on Tallinn. (4)**

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(b) Explain how becoming the European Capital of Culture 2011 may have enhanced the positive impacts of tourism on Tallinn.

(3)

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(c) Explain why British tourists found Tallinn expensive in 2011.

(3)

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(d) Explain **two** reasons why Scarborough is increasing in popularity as a tourist destination.

(6)

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**(Total for Question 3 = 20 marks)**

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**TOTAL FOR SECTION B = 20 MARKS**  
**TOTAL FOR PAPER = 50 MARKS**





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