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**Edexcel**  
**Principal Learning**

Centre Number

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# Travel and Tourism

**Level 3**

**Unit 7: Changes and Trends in Travel and Tourism**

Tuesday 10 January 2012 – Morning  
**Time: 1 hour 45 minutes**

Paper Reference

**TT307/01**

**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 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.

Turn over ►

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**PEARSON**

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

**1** The *Rose Hotel Group* is a fictitious organisation.

You are working in the business development team of the *Rose Hotel Group* a small hotel group operating in England with hotels in London, Liverpool, York, Bath, Newcastle and Cardiff.

One of your roles is to identify emerging trends in overseas visitors to the UK.

Tables 1 and 2 are from VisitBritain’s statistics on inbound tourism from the data set ‘Age Trends by World Region’. You have extracted the following data regarding the age of overseas visitors, the number of visits and how much they spend.

**Table 1 – Age of overseas visitors to the UK 2004–2009**

	Visits per year (000s)					
Year Age	2004	2005	2006	2007	2008	2009
<b>0–15</b>	1,833	1,883	1,989	1,823	1,604	1,683
<b>16–24</b>	3,382	3,659	4,125	3,898	3,982	3,696
<b>25–34</b>	6,411	6,912	7,632	7,904	7,417	6,508
<b>35–44</b>	6,262	6,821	7,273	7,477	7,239	6,627
<b>45–54</b>	5,013	5,478	5,954	5,958	5,856	5,666
<b>55–64</b>	3,133	3,498	3,806	3,775	3,838	3,674
<b>65+</b>	1,504	1,525	1,734	1,735	1,750	1,775

(a) Identify **three** trends in the age profile of overseas visitors to the UK.

(3)

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**Table 2 – Spend in £ millions of overseas visitors to the UK by age 2004–2009**

		Spend per year (£m)					
Year Age	2004	2005	2006	2007	2008	2009	
<b>0–15</b>	556	583	590	651	534	680	
<b>16–24</b>	1,914	2,047	2,322	2,018	2,330	2,417	
<b>25–34</b>	2,905	3,195	3,687	3,680	3,660	3,529	
<b>35–44</b>	2,884	3,131	3,271	3,542	3,553	3,334	
<b>45–54</b>	2,392	2,624	3,012	3,008	3,170	3,295	
<b>55–64</b>	1,541	1,740	2,008	1,944	1,963	2,111	
<b>65+</b>	693	760	951	941	920	1,008	

(b) Identify **three** trends in spending across the different age groups.

(3)

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The VisitBritain 'USA Insights 2011 Report' identified that the USA will have a significant number of people reaching the age of 65 from 2011 onwards (sometimes referred to as the 'Baby Boomers'). This group of people will be looking for interesting and suitable holiday experiences.

(c) Identify and justify **two** proposals of how the *Rose Hotel Group* could respond to this potentially profitable market of 65 year olds from the USA.

(6)

Proposal 1

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Justification

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Proposal 2

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Justification

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**(Total for Question 1 = 12 marks)**



2 The same VisitBritain report goes on to say 'Baby Boomers' spend several hours each day on the internet and are now much more likely to research and book travel online than through other sources.

As part of your role in business development you need to recommend more effective ways of communicating with customers over the internet. The *Rose Hotel Group* currently has a website with online booking facilities and uses 'Facebook' to let customers know about special offers, but nothing else at the moment.

(a) Describe **three** ways that the *Rose Hotel Group* could make better use of the internet to communicate with customers.

(6)

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VisitBritain has identified that visitors from the USA are becoming increasingly concerned about unexpected and additional costs they may incur when visiting the UK.

(b) Explain how the *Rose Hotel Group* could appeal to these potential visitors who are concerned about unexpected and additional costs when on holiday in the UK.

(6)

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



**3** A recent presentation to the *Rose Hotel Group* identified that, 'the theatre is frequently mentioned as one of the most enjoyable aspects of a visit to the UK, especially musicals. However, the majority of visitors staying with the *Rose Hotel Group* do not visit the theatre.'

(a) Identify **three** ways the *Rose Hotel Group* could encourage current and future visitors to go to the theatre, thereby enhancing their stay.

(3)

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Many visitors to the UK want to experience extreme sports and/or sports tourism activities.

(b) Identify **two** possible examples of extreme sports and/or sports tourism activities that could be promoted to meet the needs of these visitors.

(2)

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The *Rose Hotel Group* needs to respond to changing trends in travel and tourism. One of the tools it could use is a SWOT (Strengths Weaknesses Opportunities and Threats) analysis.

(c) Explain the benefits to the *Rose Hotel Group* of using a SWOT analysis when preparing to respond to changing trends in travel and tourism.

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**(Total for Question 3 = 11 marks)**

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4 The 'Hard Day's Night Hotel' (a Beatles themed hotel) is 200 metres from the *Rose Group* hotel in Liverpool and other new hotels have opened in the vicinity. The *Rose Group* hotel is very traditional and is starting to look old and outdated.

(a) Outline the potential impacts for this *Rose Group* hotel if nothing is done to respond to this situation.

(3)

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(b) VisitBritain, in the information it provides for businesses, has said that 'Britain shouldn't just be seen for its rich history, but also as a destination that is modern and exciting, with the power to surprise and engage visitors.'

Explain why VisitBritain has identified the importance of Britain changing its image.

(4)

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**(Total for Question 4 = 7 marks)**



5

A VisitBritain survey has identified that 40% of tourists who come to the UK say they want to visit locations they see in films.

‘A successful high budget film in its opening three weeks can expect to be seen by over 120 million people worldwide. Recent films featuring locations in the UK have demonstrated that they can deliver a real increase in visitor numbers to locations featured in the films. VisitBritain has worked on many successful movie tie-ins over the last 15 years including James Bond, Robin Hood, ‘Bollywood’ films, Sherlock Holmes and Harry Potter.’

A *Rose Group* hotel is very near the key locations featured in a major film that will soon be released.

Discuss the products and/or services the hotel could develop to attract new customers who might be interested in the film and its locations.

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**(Total for Question 5 = 8 marks)**

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**TOTAL FOR PAPER = 50 MARKS**



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