

Write your name here

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Other names

Edexcel
Principal Learning

Centre Number

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Candidate Number

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Travel and Tourism

Level 3

Unit 7: Changes and Trends in Travel and Tourism

Tuesday 22 May 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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Answer ALL questions. Write your answers in the spaces provided.

- 1** International Passenger Survey conducts annual research reporting statistics for inbound and outbound tourism.

Tables 1 and 2 record the visits to the UK by overseas visitors in the years 2006–2010

Table 1 – Purpose of overseas tourists visits (000s) to the UK 2006–2010

	All Visits	Holiday	Business	Visiting Friends and Relatives	Miscellaneous
2006	32,713	10,566	9,019	9,406	3,722
2007	32,779	10,758	8,845	9,720	3,456
2008	31,887	10,923	8,124	9,727	3,113
2009	29,889	11,424	6,579	8,783	3,103
2010	29,610	11,570	6,780	8,350	2,910

(Source: International Passenger Survey)

- (a) Identify **two** trends from the data in table 1.

(2)

1

2



Table 2 – Origin of tourist visits (000s) to the UK 2006–2010

	North America	Europe	Other Countries
2006	4,764	23,377	4,572
2007	4,403	23,877	4,499
2008	3,806	23,666	4,415
2009	3,564	22,083	4,242
2010	3,330	21,970	4,310

(Source: International Passenger Survey)

(b) Identify **two** trends from the data in table 2.

(2)

1

2



Many overseas visitors come to the UK to visit its historical and cultural attractions, for example castles, cathedrals and stately homes. You are working in the marketing department of a popular historical attraction which has a number of historical artefacts and paintings on display in a series of rooms. Its historical grounds were set out by a famous 18th Century landscaper. VisitEngland statistics show that overseas visitor numbers are predicted to increase over the next two years.

(c) (i) Identify **one** specialist/niche market that you could target.

(1)

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(ii) Explain how you could promote the products and services the historical attraction offers to meet the needs of the specialist/niche market you have identified.

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(Total for Question 1 = 10 marks)



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2 Security is a key factor at all attractions and events. Your manager has asked you to propose ways in which your historical attraction can be made more secure. You currently have security barriers at the entrance and security cameras at key locations around the site.

(a) Justify **two** proposals that would make your site more secure.

(8)

Proposal 1

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Justification

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Proposal 2

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Justification

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(b) VisitBritain has identified that there will be an increasing number of Chinese visitors to the UK interested in British history and culture.

Describe **two** ways you could use the internet to promote your historical attraction to potential visitors from China.

(4)

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(Total for Question 2 = 12 marks)



3 Countryside parks are large areas of land which may be attached to historic houses. *Petershelm* is a run down countryside park, which has been owned by the same family for 40 years. It currently charges a small entrance fee to get into the park. In recent years the number of visitors to *Petershelm* has declined significantly. *Petershelm* is mainly woodland and has one bridleway (route for horses) of three miles running around its perimeter. The park currently does not offer activities for visitors although there are marked walking routes of one and three miles.

Petershelm is close to a number of successful attractions who have responded to the growing trend of visitors seeking sport and adventure activities.

(a) Explain the likely consequences of *Petershelm* failing to respond to this market trend.

(4)

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(b) Describe **two** new products and services that *Petershelm* could offer to visitors looking for sport and adventure activities.

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(c) Outline the key factors that drive change in the travel and tourism sector which could affect successful implementation of the new products and services at *Petershelm*.

(4)

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(Total for Question 3 = 12 marks)



4 The Olympic Games is one example of a major international event where the host city experiences a dramatic increase in visitor numbers. Increased visitor numbers have an enormous impact on all forms of passenger transport to and around the venues used at these events.

(a) Explain how **one** type of passenger transport may be affected by increased visitor numbers attending a major international event, such as the Olympic Games.

(4)

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(b) At major international events a number of strategies are used to ensure that competitors, visitors and the local community can travel to and around the venues.

Describe **three** strategies that can be put in place to ensure the passenger transport system can cope effectively with the dramatic increase in visitor numbers.

(6)

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Question 4(c) starts on the next page.



