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Other names

**Edexcel**  
**Principal Learning**

Centre Number

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# Travel and Tourism

**Level 3**

**Unit 8: Political and Economic Influences in  
Travel and Tourism**

Friday 13 January 2012 – Afternoon

**Time: 1 hour 45 minutes**

Paper Reference

**TT308/01**

**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 Department for Environment, Food and Rural Affairs (DEFRA) is considering ways to protect the natural environment.

(a) Identify **two** roles of the Department for Environment, Food and Rural Affairs in the travel and tourism sector.

(2)

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2 .....

(b) Seaford is a popular tourist destination located on the East Sussex coast, at the foot of the South Downs. Tourist destinations in rural East Sussex are affected by the seasonal nature of holidays.

In recent years the number of visitors staying in bed and breakfast and rented accommodation has declined.

Describe the potential economic impacts on Seaford of this decline.

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(c) Regional Development Agencies promote and enable economic growth in England.

Explain how Regional Development Agencies could work with Seaford and other rural destinations in East Sussex to develop tourism in the area.

(4)

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(d) Seaford could provide alternative accommodation by promoting the 'great outdoors'. New trends in campsites offer luxury tents including safari tents and yurts.

Describe **two** ways in which campsites must adhere to health and safety legislation.

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**(Total for Question 1 = 14 marks)**



2 Read the following information before answering Question 2.

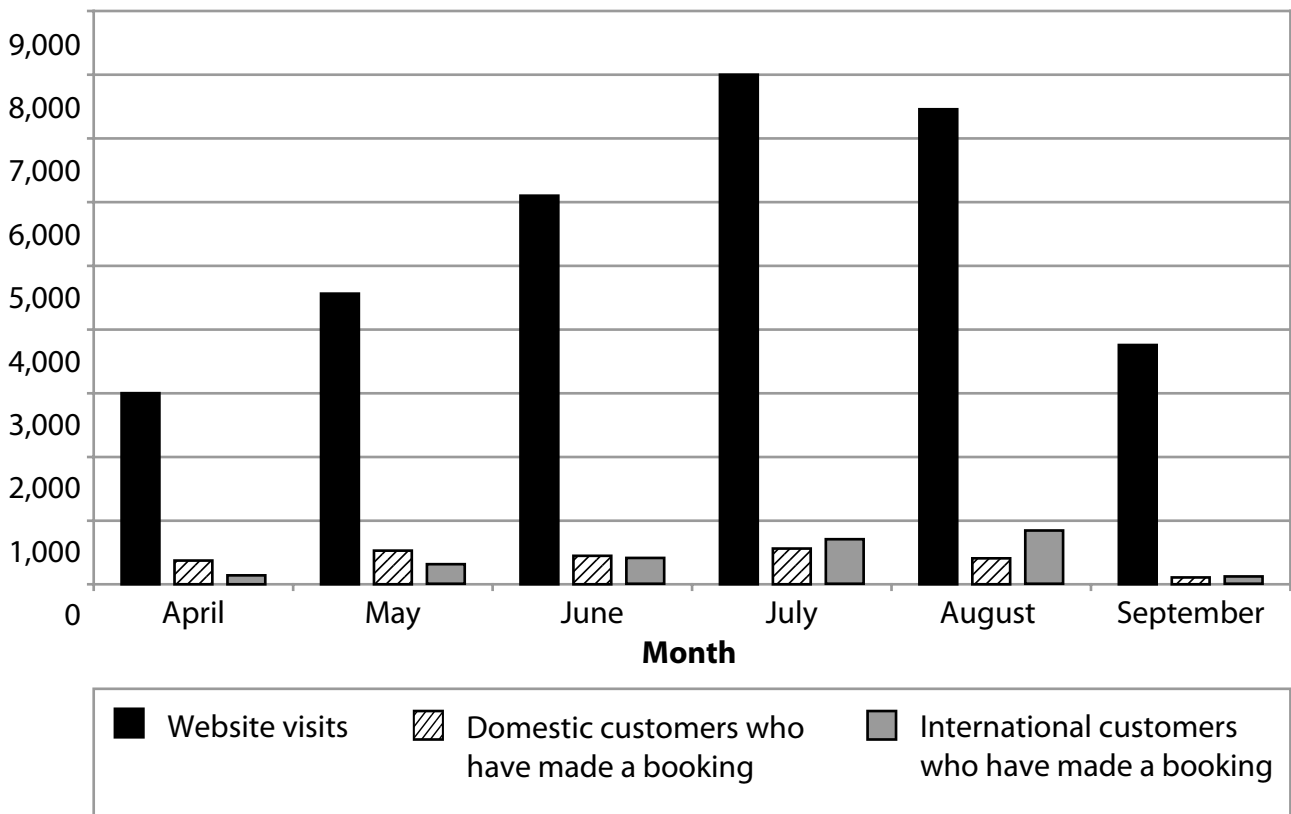
*Glynticketing is a fictitious ticket agency based entirely in the UK.*

Glynticketing has a website that offers the following services:

- accommodation booking
- a search facility to compare prices for all types of entertainment and attractions eg theatres, museums and sporting events
- a booking facility to access flight tickets to New York and Las Vegas
- a search facility to check leading hotels and travel websites to find the most competitive room prices with a guaranteed saving
- a bureau de change, offering more than 70 different currencies with 0% commission on all travellers' cheques

Graph 1 shows the number of domestic and international customers who have made bookings via the website between April 2011 and September 2011.

**Website visits and customer bookings between April 2011 and September 2011**



**Graph 1**



Table 1 shows the overall income Glynticketing made from website bookings between April 2011 and September 2011

|                | <b>April</b> | <b>May</b> | <b>June</b> | <b>July</b> | <b>August</b> | <b>September</b> |
|----------------|--------------|------------|-------------|-------------|---------------|------------------|
| Overall income | £316, 789    | £356,894   | £678,999    | £798,231    | £745,651      | £258,145         |

**Table 1**

(a) Outline **two** ways in which Glynticketing contributes to the UK economy.

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(b) As a senior manager at Glynticketing you have been asked to write a report analysing customer use of the website and the income this generated for the company between April 2011 and September 2011.

(i) Produce an analysis of the data in Graph 1 and Table 1.

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(ii) What recommendations would you make to Glynticketing to develop its business?

You should base your answer on your analysis of the data in (b)(i).

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(c) The staff at Glynticketing are concerned about the potential impact of global influences on the travel and tourism sector. They review the following information on political and economic influences on the travel and tourism sector.

**Political and Economic Influences on the UK Travel and Tourism Sector**

- An increase in fuel duty, rising oil costs and higher VAT will increase motoring costs.
- A significant rise in air passenger duty (APD) will affect families taking holidays to exotic locations such as long haul destinations.
- An increase in VAT will affect most purchases, particularly high value items.
- An increase in public transport costs, eg a rise in rail ticket prices.
- International incidents and crises around the world.
- An increased awareness of sustainable tourism.
- Emergence of new markets.

Evaluate the potential impact of these political and economic influences on Glynticketing.

You may also refer to other political and economic influences you have studied.

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Dotted lines for writing.

**(Total for Question 2 = 20 marks)**



3 Read the following extract before answering Question 3.

**Transplant Tourism poses ethical dilemma for countries worldwide**

A recent case study examined the ethical issues posed by 'transplant tourism'. British transplant professionals frown on the practice of transplant tourism where patients travel overseas for an organ transplant, eg kidney transplants.

Transplant tourists may be subject to:

- sub-standard surgical techniques
- poor organ matching
- unhealthy donors
- post transplant infections

The British Foreign and Commonwealth Office is becoming increasingly concerned about this issue.

(a) Describe the role the British Foreign and Commonwealth Office could play in responding to the problems arising from this increase in transplant tourism.

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(b) Identify **one** other incident or crisis that the British Foreign and Commonwealth Office has responded to in the travel and tourism industry. Discuss how effective their response was to the situation.

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(c) *Travelsharp is a fictitious tour operator.*

Travelsharp wants to start promoting holidays to Antarctica for people who like to travel to remote, wild and fragile regions of the world.

In response to increasing tourist numbers, the British Government has issued advice to tour operators.

Advice concerning tourism in Antarctica includes:

- the intention to work closely with organisations to promote safe and environmentally responsible tourism.
- only authorising tourism activities that have a minor impact on the Antarctic environment.
- not authorising tour operators that use vessels which carry more than 500 passengers.
- encouraging tour operators to co-ordinate their schedules to ensure minimal impacts of tourist numbers.
- the need to restrict the number of passengers on shore at any one time.

Suggest how Travelsharp will need to respond to this advice if it is to successfully develop its tours.

In your answer you may refer to:

- environmental groups
- other tour operators
- potential customers

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(Total for Question 3 = 16 marks)

**TOTAL FOR PAPER = 50 MARKS**



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