

Write your name here

Surname

Other names

Edexcel
Principal Learning

Centre Number

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Candidate Number

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Travel and Tourism

Level 3

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

Thursday 24 May 2012 – Morning

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 Culture, Media and Sport (DCMS) is one of the departments with responsibility for the travel and tourism sector.

(a) Identify **two** roles of the Department for Culture, Media and Sport (DCMS) in the travel and tourism sector.

(2)

1

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2

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3 Glyth Farm Holidays is a fictitious organisation.

Glyth Farm in Wales is a working farm with two barn conversions used as holiday homes. It has been operating as a farming holiday business for over 25 years. Repeat business is very important to Glyth Farm Holidays.

(a) Describe **two** ways Glyth Farm Holidays contributes to the UK economy.

(4)

1

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2

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The owners of Glyth Farm Holidays have been concerned about falling bookings in recent years.

	2008	2009	2010	2011
Bookings	44	43	31	28
Income (£)	19,000	18,060	13,020	11,760

Table 1 – Glyth Farm Holidays bookings and income between 2008 and 2011

They are also concerned about possible impacts of events taking place during 2012 and beyond.

- Olympic and Paralympics Games 2012
- Queen's Diamond Jubilee 2012
- World Pride 2012
- Ryder Cup 2014
- Commonwealth Games 2014
- Rugby Union World Cup 2015

Table 2 – Events 2012–2015



(c) Glyth Farm is located in an area of outstanding natural beauty with a river running through it. It has a number of derelict farm buildings and unused fields.

Make **one** recommendation how Glyth Farm Holidays could increase its income from tourism. Justify your recommendation.

(4)

Recommendation

Justification

Organisations such as Glyth Farm Holidays are concerned with global political and economic influences on the travel and tourism sector.

Global political and economic influences on the UK travel and tourism sector
Emergence of new markets
Rising world food and energy prices
Currency exchange rates
Inflation and interest rate concerns
Spending cuts and unemployment rates



4 (a) Describe the role of the **British Foreign and Commonwealth Office** in responding to incidents and crises such as the earthquake and tsunami in Japan 2011.

(4)

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

Travelsharp is a tour operator operating beach holidays around the Mediterranean and the Red Sea.

In 2011 there was civil unrest in many countries in the Middle East and North Africa including Tunisia and Egypt.

Customers who had already booked with Travelsharp contacted the operator with concerns about their safety if they travelled to the area. Enquiries for future bookings dropped dramatically as potential customers lost confidence in travelling to these destinations and this impacted on profits.

Explain possible actions that Travelsharp could have taken in order to remain profitable.

You could consider:

- customers who have already booked
- potential customers.

(6)

(Total for Question 4 = 16 marks)

TOTAL FOR PAPER = 50 MARKS

