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Pearson BTEC Level 1/Level 2 First Award	<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> Centre Number <div style="display: flex; border: 1px solid black; height: 20px; width: 100%; margin-top: 5px;"> <div style="flex: 1; border: 1px solid black; width: 15%;"></div> <div style="flex: 1; border: 1px solid black; width: 15%;"></div> <div style="flex: 1; border: 1px solid black; width: 15%;"></div> <div style="flex: 1; border: 1px solid black; width: 15%;"></div> <div style="flex: 1; border: 1px solid black; width: 15%;"></div> <div style="flex: 1; border: 1px solid black; width: 15%;"></div> </div> </div> <div style="width: 45%;"> Learner Registration Number <div style="display: flex; border: 1px solid black; height: 20px; width: 100%; margin-top: 5px;"> <div style="flex: 1; border: 1px solid black; width: 15%;"></div> <div style="flex: 1; border: 1px solid black; width: 15%;"></div> <div style="flex: 1; border: 1px solid black; width: 15%;"></div> <div style="flex: 1; border: 1px solid black; width: 15%;"></div> <div style="flex: 1; border: 1px solid black; width: 15%;"></div> <div style="flex: 1; border: 1px solid black; width: 15%;"></div> <div style="flex: 1; border: 1px solid black; width: 15%;"></div> <div style="flex: 1; border: 1px solid black; width: 15%;"></div> </div> </div> </div>
<h1 style="margin: 0;">Travel and Tourism</h1> <h2 style="margin: 0;">Unit 1: The UK Travel and Tourism Sector</h2>	
Wednesday 11 January 2017 – Morning Time: 1 hour	Paper Reference <h2 style="margin: 0;">21474E</h2>
<div style="border: 1px solid black; padding: 5px;"> You do not need any other materials. </div>	<div style="border: 1px solid black; height: 40px; width: 100%;"></div>

Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and learner registration 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.
- Try to answer every question.
- Check your answers if you have time at the end.

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Turn over ►


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Answer ALL questions.

Some questions must be answered with a cross in a box ☒. If you change your mind about an answer, put a line through the box ☒ and then mark your new answer with a cross ☒.

1 (a) (i) Identify **two** examples of outbound tourism from the UK.

(2)

- ☐ A A family from Madrid visiting Glasgow
- ☐ B A student from Cambridge visiting Athens
- ☐ C A solo traveller from Edinburgh visiting London
- ☐ D A couple from Brussels visiting Vienna
- ☐ E A group from Birmingham visiting Paris

(ii) What is domestic tourism?

(1)

(b) Identify **two** examples of specialist travel.

(2)

- ☐ A Education
- ☐ B Holidays
- ☐ C Conservation
- ☐ D Airline
- ☐ E Excursion

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(c) Chalets are one type of accommodation.

State three **other** types of accommodation.

(3)

1

2

3

(Total for Question 1 = 8 marks)

2 (a) What is direct employment?

(1)

- ☐ A Jobs created for volunteers
- ☐ B Jobs created to support travel and tourism organisations
- ☐ C Jobs created for temporary agency workers
- ☐ D Jobs created by travel and tourism organisations

(b) What is meant by the term Gross Domestic Product (GDP)?

(1)

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Value of UK Tourism By Region – 2014

	Day Visits (£m)	%	Domestic (£m)	%	Inbound (£m)	%
East Midlands	2586	4.9	1107	4.9	428	2.0
East of England	3913	7.4	1604	7.1	967	4.6
London	10732	20.3	2889	12.8	11830	56.3
North East	2277	4.3	616	2.7	216	1.0
North West	5370	10.2	2465	10.9	1330	6.3
South East	7571	14.3	2448	10.9	2160	10.3
South West	4691	8.9	3933	17.4	1040	4.9
West Midlands	3864	7.3	1153	5.1	761	3.6
Yorkshire	4147	7.8	1728	7.7	570	2.7
Scotland	5020	9.5	2871	12.7	1390	6.6
Wales	2677	5.1	1735	7.8	335	1.7
Total	52848	100	22549	100	21027	100

(Source: adapted from http://www.tourismalliance.com/downloads/TA_390_415.pdf)

(c) Use the data in the table to answer Q2c (i) and Q2c (ii).

(i) Domestic tourism is the most valuable type of tourism for which region?

(1)

(ii) Which type of tourism is the most valuable to the UK?

(1)

(Total for Question 2 = 4 marks)



3 State **two** roles of the Civil Aviation Authority (CAA).

1

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2

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(Total for Question 3 = 2 marks)

4 Organisations in the travel and tourism sector use a range of consumer technologies.

(a) Identify **two** examples of consumer technology used by travel and tourism organisations.

(2)

- ☐ A Customer database
- ☐ B Company intranet
- ☐ C Account spreadsheet
- ☐ D Touch screen display
- ☐ E Audio-visual tour

Some airlines offer customers a mobile application (app) that allows them to download and store travel tickets on their mobile phones.

(b) Give two **advantages** for **customers** of using mobile applications to download and store tickets.

(2)

1

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2

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P 4 8 2 8 6 A 0 5 1 6

BookaCar.com is a car hire comparison website. BookaCar.com is introducing a mobile application (app) which allows customers to compare car hire prices from different providers.

- (c) Explain two **advantages** to **BookaCar.com** of providing a mobile application (app).

(4)

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(Total for Question 4 = 8 marks)

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- 5 (a) Jo and Cara plan to go on an adventure holiday to Peru, avoiding the main tourist areas. They cannot decide whether to book with Parrot Tours, a member of AITO, or to book independently.

Explain two **benefits** for **Jo and Cara** of booking their adventure holiday to Peru with Parrot Tours.

(4)

1

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- (b) Give two **benefits** of having travel insurance for Jo and Cara.

(2)

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(Total for Question 5 = 6 marks)



P 4 8 2 8 6 A 0 7 1 6

6 One role of visitor attractions is to provide hospitality and catering for their customers.

(a) Give two **other** roles of visitor attractions.

(2)

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(b) Visitor attractions provide catering services for their customers.

State two **ways** visitor attractions provide **catering services** for their customers.

(2)

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Sawley Castle and Gardens



(Source: © The National Trust Photolibrary / Alamy Stock Photo)

- (c) Sawley Castle and Gardens is a visitor attraction. The castle has a large dining hall, kitchen, function rooms and eight bedrooms. The gardens include an attractive lake and small woodland area. It is open to visitors from April to October. Visitors are charged an entry fee.

The owners of Sawley Castle and Gardens want to increase sales revenue without increasing the entry fee.

Explain two **ways**, other than increasing the entry fee, that the owners of Sawley Castle and Gardens could **increase sales revenue**.

(4)

1

2

(Total for Question 6 = 8 marks)



P 4 8 2 8 6 A 0 9 1 6

- 7 One of the problems of light pollution, caused by lights left on at night, is that it prevents people from observing the stars and planets.

A national park has recently been recognised as a Dark Sky Discovery Site after measures were introduced to cut light pollution.

Benefits to the national park of reducing light pollution include using less energy and saving money.

Explain one **other** benefit for the national park of reducing light pollution.

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(Total for Question 7 = 2 marks)

- 8 The Peaks Countryside Museum is a small, rural attraction run by the local council. It has a limited collection of historical items from the local area. The museum has formed a partnership with British Modern, a large, well-known art gallery.

British Modern is lending the museum some of its famous paintings for six months. The manager hopes this will increase visitor numbers and income to the museum.

Other than increased visitor numbers and income, explain two **advantages** of this partnership for the **Peaks Countryside Museum**.

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(Total for Question 8 = 4 marks)



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QUESTION 9 BEGINS ON THE NEXT PAGE.



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- 9 Every July, a small village organises a one-day fun walking event that attracts locals and tourists. People can choose from different guided walks to suit all abilities. Each walk is led by a volunteer and all profits fund a project that restores footpaths in the area.

The event organisers are thinking about replacing this one-day event with a three-day walking festival. They plan to hold this in October and it will include a beer festival, rock bands and camping.

A number of local people have objected to the proposed three-day walking festival.

Evaluate the possible economic effects of the three-day walking festival.

(8)

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(Total for Question 9 = 8 marks)

TOTAL FOR PAPER = 50 MARKS





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