

Write your name here

Surname

Other names

Pearson BTEC
Level 1/Level 2
First Award

Centre Number

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Learner Registration Number

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Travel and Tourism

Unit 1: The UK Travel and Tourism Sector

Sample Assessment Material

Time: 1 hour

Paper Reference

21474E

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 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.
- Keep an eye on the time.
- Try to answer every question.
- Check your answers if you have time at the end.

Answer ALL questions.

For questions 1(a) – 1(b) put a cross in one box to indicate your answer. If you change your mind, put a line through the box and then put a cross in another box .

1

(a) Which of the following is an example of domestic tourism in the UK?

(1)

- A** A family from France visiting London
- B** A family from London holidaying in Scotland
- C** A couple from London visiting Disneyland Paris
- D** A German businessman attending a conference in New York

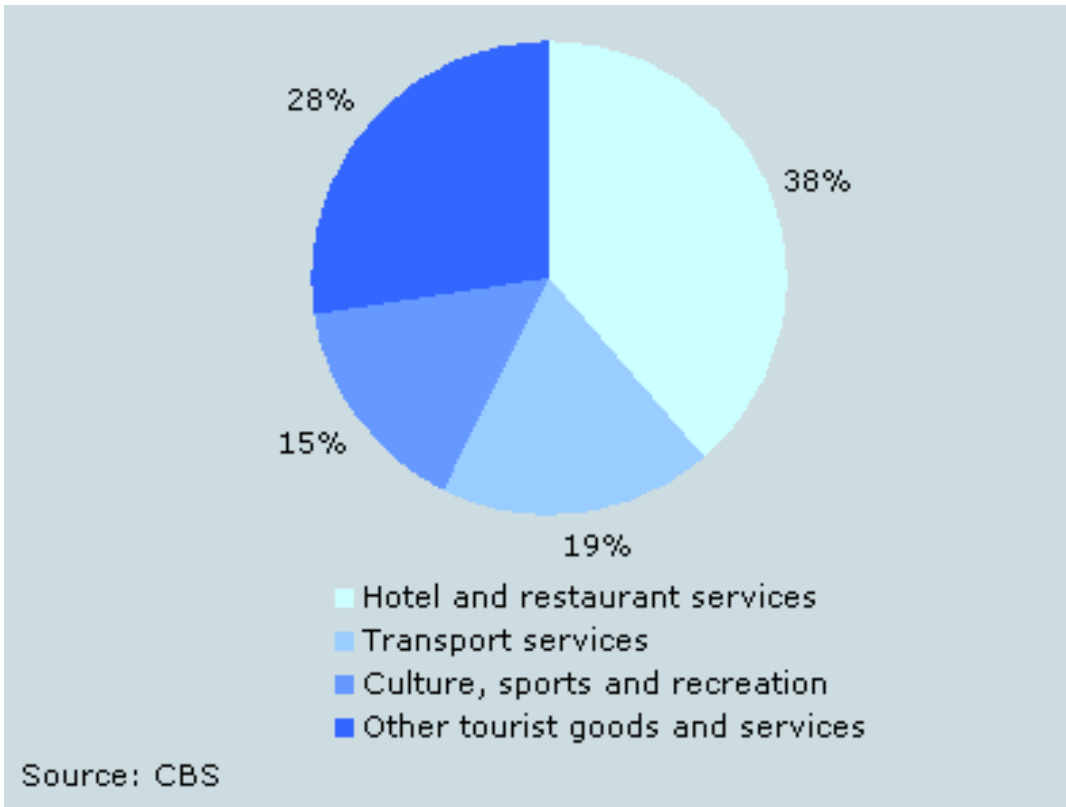
(b) The Jones family, from Birmingham, are travelling to Florida to visit DisneyWorld for two weeks.

Which statement describes the type and purpose of this tourism trip?

(1)

- A** Outbound tourism for leisure purposes
- B** Domestic tourism for visiting friends and relatives
- C** Domestic tourism for business purposes
- D** Outbound tourism for visiting friends and relatives

(c) Study the graph below, and answer the question.



The graph shows where tourist's money goes on domestic holidays.

- i) Where do tourists spend most of their money? (1)

- ii) Which area has least income? (1)

- iii) What does Gross Domestic Product (GDP) mean? (1)

2 In the tourism industry there are three types of visitor attraction. Study this picture of a UK visitor attraction.



(a) What type of visitor attraction is this? (1)

(b) One role of this type of visitor attraction is to entertain the whole family.

Name three products and/or services the attraction could use as part of this role. (3)

a) _____

b) _____

c) _____

'VisitWales'" is a name used by the Welsh Tourist Authority. The Welsh Tourist Authority is a tourism agency responsible to the Government.

(c) Outline one function of an organisation, such as VisitWales, for each of the following headings: (2)

Providing a service:

Regulation:

(d) (i) What is meant by the term 'sustainable tourism'? (1)

(ii) Explain two other reasons why tourism organisations develop sustainable tourism. (4)

1: _____

2: _____

Major special events, such as the 2012 Olympic and Paralympic Games in London, are a way of developing tourism in the UK and raising the profile of the UK as a tourist destination.



(e) One of the ways major events contribute to the UK economy is through increasing the number of repeat visitors to the UK in years to come.

Explain two other ways in which major events contribute to the UK economy. (4)

1: _____

2: _____

3.

a) In the tourism industry there are a range of transport types. Study the table, and complete it: (4)

Type:	Example:
Road	Car and _____
Rail	_____
Air	_____
Sea	_____

b) You are planning a holiday for a family in London. Why do you recommend travelling by train? (1)

c) You are planning a business trip for an individual from London to Edinburgh. Which transport do you recommend? Explain your answers. (2)

d) Airports have begun to use technology more and more to improve passenger safety and security. Describe two ways in which this has occurred. (2)

1: _____

2: _____

e) You recommend the business owner's accommodation type is a hotel. State two services or features that a hotel offers. (2)

1: _____

2: _____



f) When planning a trip (including accommodation and transport) it can be useful to use the Internet. Give two advantages and one disadvantage with using the Internet when booking a holiday. (3)

1 advantage: _____

2nd advantage: _____

1 disadvantage: _____

4.

Organisations in the travel and tourism industry are sometimes part of a larger corporate group. The companies Madame Tussauds and Alton Towers are both owned by Merlins.

a) Explain one advantage and two disadvantages, of being part of a corporate group like this for organisations in the travel and tourism industry. (6)

1 advantage: _____

1 disadvantage: _____

2 disadvantage: _____

b) The relationship between different travel and tourism companies can be complicated.

i) In 2002, the airline Easy Jet, a no frills airline, took over another no frills airline called "Go!". This was an example of: (1)

- a. Vertical intergration
- b. Horizontal Integration
- c. Common Ownership

ii) Thomas Cook owns a number of Thomas Cook tour operating brands/companies, plus the Thomas Cook and Going Places chains of travel agencies. This is an example of: (1)

- a. Vertical intergration
- b. Horizontal Integration
- c. Common Ownership

