

Pearson BTEC Level 3 Nationals Extended Certificate, Foundation Diploma, Diploma, Extended Diploma, Certificate

Please check the examination details below before entering your candidate information

Candidate surname	Other names
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Centre Number	Learner Registration Number
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Time 1 hour 30 minutes

Paper reference **20207K**

Travel and Tourism
UNIT 1: The World of Travel and Tourism

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 75.
- The marks for **each** question are shown in brackets – *use this as a guide as to how much time to spend on each question.*
- You may use a calculator.

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.

Turn over ►

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Answer ALL questions. Write your answers in the spaces provided.

Maple Tours is a tour operator specialising in outbound tourism. Maple Tours is an organisation in the private sector.

1 (a) Give **two** products and services offered by a tour operator.

(2)

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(b) Give **two** aims of a tour operator.

(2)

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Use the information in the table to help you answer questions 1(c)(i) and 1(c)(ii).

Outbound tourism from the UK to North America and Europe in 2016

Destination	Reason for travel	Total number of visitors (thousands)	Total number of nights (thousands)	Average number of nights
North America	Holiday	2,494	33,149	13.29
	Business	663	5,535	8.34
	VFR	922	15,343	16.64
Europe	Holiday	37,187	303,386	8.10
	Business	5,554	21,867	3.93
	VFR	11,869	117,037	9.86

(Source: adapted from <https://www.ons.gov.uk/peoplepopulationandcommunity/leisureandtourism/datasets/ukresidentsvisitsabroad>)

(c) (i) Explain **one** way the accommodation sector in Europe could use this information.

(2)

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(ii) Analyse the differences in outbound tourism from the UK, as shown in the table.

(8)

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Use the information to help you answer question 1(d).

Travel trends of UK residents in 2016:

- growth in the number of people taking a holiday
- increase in the number of holidays taken per person
- number of visits abroad 7% higher than 2015
- visitor spending increased by 10%
- increased popularity of city breaks
- fewer traditional beach holidays taken
- 4% increase in visits to North America
- 9% increase in visits to Europe
- new flight routes to San Francisco and Toronto from regional airports in the UK.

(Source: adapted from Travel Trends 2017)

Maple Tours specialises in short break holidays to Europe. Maple Tours is now proposing to offer holidays to North America.

(d) Evaluate the implications for Maple Tours of this proposal.

(10)

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(Total for Question 1 = 24 marks)

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Jubilee Travel is a high street travel agency that offers products and services for both leisure and business travel.

2 (a) (i) What is 'leisure travel'? (1)

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(ii) Give **one** example of business travel. (1)

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Jubilee Travel is a member of ABTA, The Travel Association. One role of ABTA is to set standards by creating a code of conduct.

(b) Give **two other** roles of ABTA. (2)

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Use the following information to help you answer question 2(e).

UK Air Passenger Duty (APD) – 2016

APD is an air travel tax charged by the government for every passenger over the age of 16 on flights departing from the UK.

UK air travel tax is one of the highest in the world.

APD for flights in business and first class are even higher. It is estimated that the UK government collects over £3.2billion each year in APD.

Some other countries charge a similar tax, but with much lower rates.

Country	Short haul (up to 2000 miles)	Long haul (over 2000 miles)
UK	£13.00	£78.00
France	£3.90	£8.90
Germany	£5.70	£32.10

Some of the UK’s leading travel organisations have set up a campaign to reduce APD.

(Source: adapted from Tourism Alliance – UK tourism statistics 2016)

(e) Analyse the implications for the UK travel and tourism industry of reducing APD.

(10)

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(Total for Question 2 = 26 marks)



Emirates Stadium is home to Arsenal Football Club and is an example of a visitor attraction associated with a sport.

- 3 (a) Complete the table with **one** named example for each type of visitor attraction in the UK.

(3)

Type of visitor attraction	Named example
Sport	Emirates Stadium
Natural	(i)
Heritage	(ii)
Purpose built	(iii)

- (b) Give **two** possible uses of technology at visitor attractions.

(2)

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(c) Visitor attractions are affected by social and lifestyle factors, for example changing working patterns.

Discuss the implications for visitor attractions of changing social and lifestyle factors.

(8)

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(Total for Question 3 = 25 marks)

TOTAL FOR PAPER = 75 MARKS



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