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		
Centre Number Learne	er Registratio	n Number		
Time 1 hour 30 minutes	Paper reference	20207K		
Travel and Touris		ourism		
You do not need any other materia	ls.	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.
aple Tours is a tour operator specialising in outbound tourism. Maple Tour ganisation in the private sector.	
(a) Give two products and services offered by a tour operator.	(2)
(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
	Holiday	2,494	33,149	13.29
North America	Business	663	5,535	8.34
	VFR	922	15,343	16.64
	Holiday	37,187	303,386	8.10
Europe	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)
(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

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

- 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.

(10)



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(7	otal for Question 1 = 24 marks)
	our for Question 1 – 27 marks

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(ii) What is 'leisure travel'? (iii) Give one example of business travel. (1) 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)	Jubilee leisure a	Travel is a high street travel agency that offers products and services for both and business travel.	
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)	2 (a)	i) What is 'leisure travel'?	(1)
standards by creating a code of conduct. (b) Give two other roles of ABTA. (2)		ii) Give one example of business travel.	(1)
1			
	(b)	Give two other roles of ABTA.	(2)
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	2		



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Jubilee Travel is organising special events in its shops to launch a new summer su holiday product.	n
(c) Describe two ways Jubilee Travel can use technology to attract potential customers to these events.	(4)
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A hurricane is an example of an extreme weather event.	
A hurricane is an example of an extreme weather event. Some of Jubilee Travel's customers had their holidays disrupted by a hurricane at their destination.	
Some of Jubilee Travel's customers had their holidays disrupted by a hurricane at their destination. (d) Discuss how different travel and tourism organisations respond to extreme	
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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)
(1.5 tal. for Question 2 — 20 muno)



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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 i	uses of	technol	logy a	at visitor	attractions

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Discuss the implications for visitor attractions of changi	ng social and lifestyle
factors.	(8)



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There are a number of regional, national and global organisations that support, market and promote tourist destinations and organisations. Two of these are VisitEngland and UNWTO.

Use the information to help you answer Question 3(d).

The United Nations World Tourism Organisation (UNWTO)

UNWTO is a global organisation with members from 156 countries. It is responsible for the promotion of responsible, sustainable and accessible tourism.

The role of UNWTO includes:

- encouraging the implementation of a Global Code of Ethics: to maximise the socio-economic contribution of tourism to the economy and minimise the possible negative impacts
- promoting the role of tourism in achieving sustainable development whilst reducing poverty
- encouraging tourism education and training
- providing assistance to tourism projects around the world
- producing statistics and data.

(Source: adapted from www.unwto.org/content/why-tourism)

(d) Evaluate the importance of UNWTO and VisitEngland in supporting the UK travel and tourism industry.				
	(12)			

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(Total for Question 3 = 25 marks)
TOTAL FOR PAPER = 75 MARKS



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