

Please check the examination details below before entering your candidate information

Candidate surname

Other names

Centre Number

Learner Registration Number

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

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.

Use this information to help you answer Questions 1(a) to 1(c).

The Crescent is a large 5* hotel, offering all the facilities, products and services expected from this type of accommodation. Guests are able to check in between the hours of 2 pm and 11 pm. The Crescent is a privately owned and horizontally integrated hotel.

1 (a) Give a definition of the term 'horizontal integration'. (1)

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(b) Give **two** potential aims of The Crescent. (2)

1

2

(c) Explain the ways that **two** common products/services offered by hotels meet the needs of corporate travellers. (4)

1

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One way The Crescent complies with health and safety legislation is by using warning signs to indicate a wet floor.

(d) Discuss other ways The Crescent would comply with **health and safety** legislation.

(8)

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The Crescent is considering investing in technology that will allow guests to check in, find their room and unlock the door using an app on their smartphone.

(e) Evaluate the potential implications of this technology for The Crescent.

(8)

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(Total for Question 1 = 23 marks)



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FRESHUK! is a music festival.

Music festivals create indirect employment opportunities. One indirect employment job role is a souvenir seller.

2 (a) Give **two other** indirect job roles created by a music festival. (2)

1

2

Music festivals are one type of **special event**.

(b) Describe **two other** types of special event. (4)

1

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2

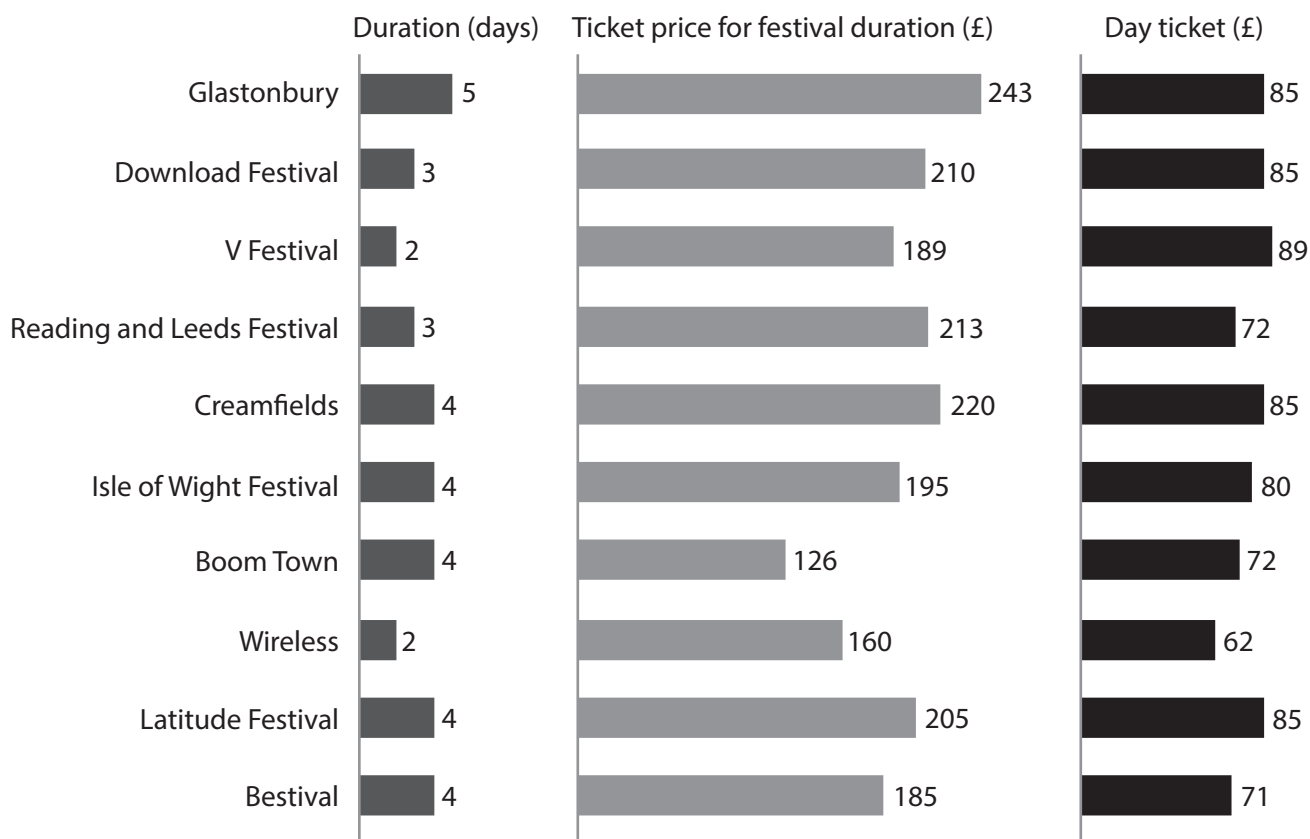
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Use this data to help you answer Questions 2(c)(i) and 2(c)(ii).

Ticket prices for the largest UK festivals



Ticket prices include booking fees. Day tickets based on entry price for Saturday

(Source: Consultancy.uk analysis published 2017)

(c) (i) Identify the number of festivals lasting three days or less. (1)

Georgie is going to Glastonbury for four days.

(ii) Explain the best value ticket option for Georgie. (2)



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Use this information to help you answer Questions 2(d) and 2(e).

FRESHUK! is a four-day music festival held annually in a farmer's field in the small village of Butterspond. Around 20,000 people attend the event. A section of the field is used as a campsite, with space for approximately 400 tents.

(d) Discuss the ways that the **organisers** of FRESHUK! can make sure that the music festival is **environmentally sustainable**.

(10)

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(e) Discuss the **advantages** of potential interrelationships/interdependencies between FRESHUK! music festival and other organisations.

(10)

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(Total for Question 2 = 29 marks)



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Bobbin' Liners is a new cruise company that is registered as a PLC.

3 (a) Give the words represented by PLC. (1)

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(b) Explain **one** way that an **extreme** weather event could affect a cruise holiday. (2)

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(c) Explain **two** ways that Bobbin' Liners can meet the needs of people in wheelchairs. (4)

1

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Bobbin' Liners operates fly-cruises and cruises that depart from UK ports. The price of a Bobbin' Liners' cruise includes transportation from a customer's home address directly to the port or airport.

World oil prices increased from an average of \$37.22 per barrel in 2020 to \$94.68 in 2022.

(d) Discuss the implications of world oil price increases for Bobbin' Liners.

(6)

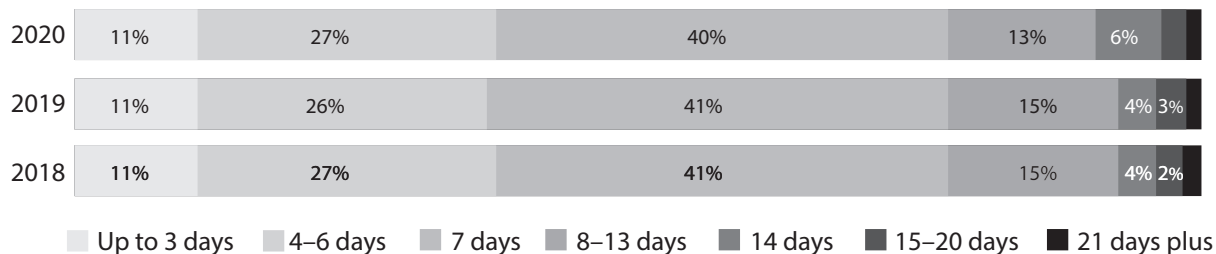
Area with horizontal dotted lines for writing the answer to question (d).



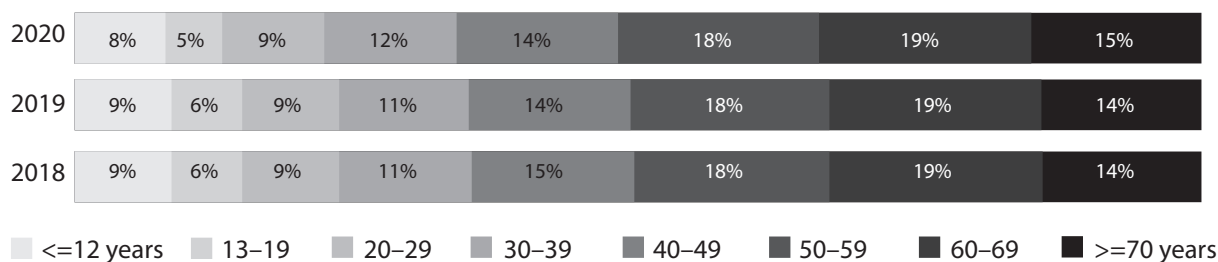
Use this data to help you answer Question 3(e).

Passenger volume in K			Average duration, in days			Average age		
2018	2019	2020	2018	2019	2020	2018	2019	2020
28,515	29,673 (4.1%▲)	5,769 (-80.6%▼)	7.0	7.1	7.2	46.7	46.8	47.6

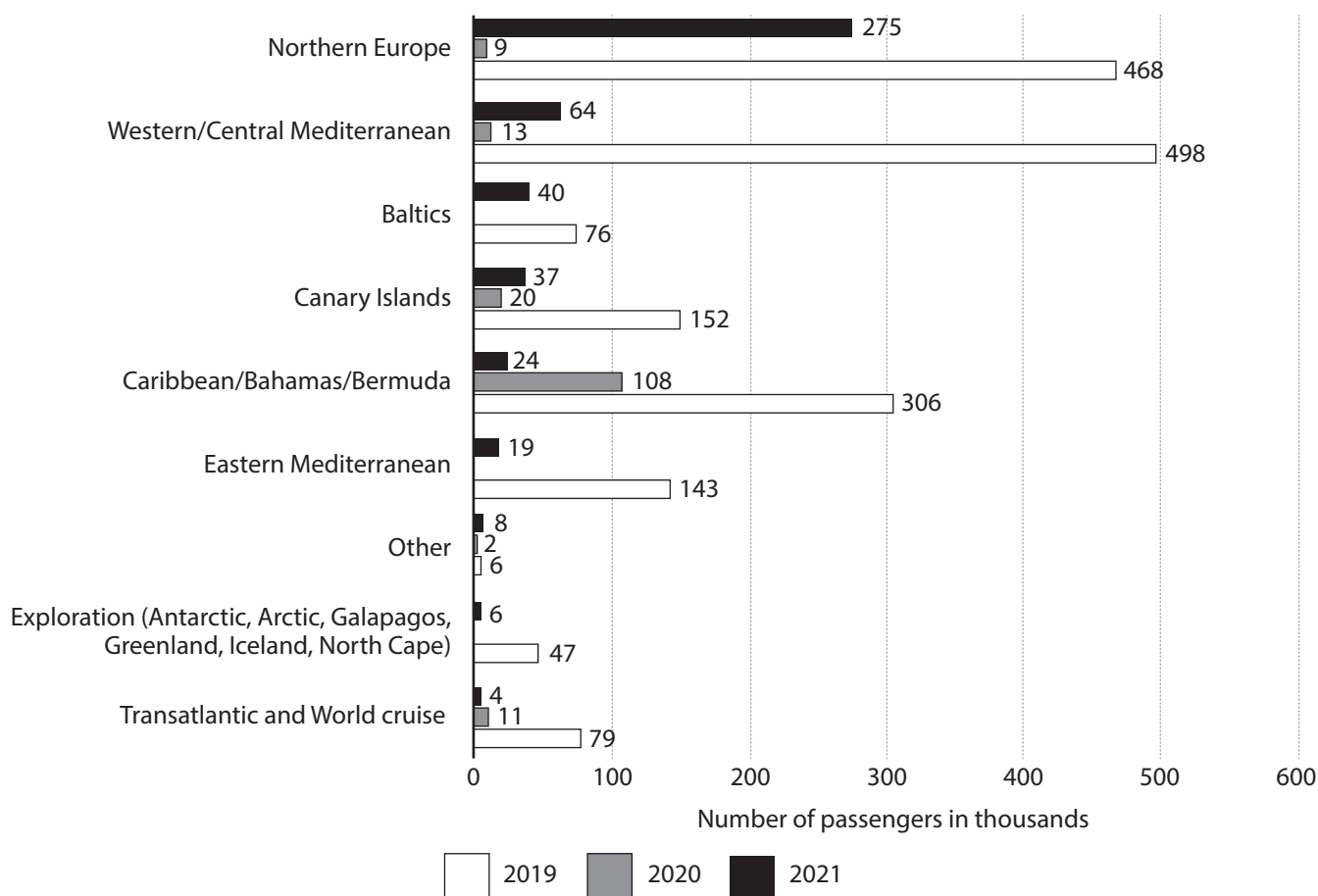
Average cruise duration



Average passenger age groups

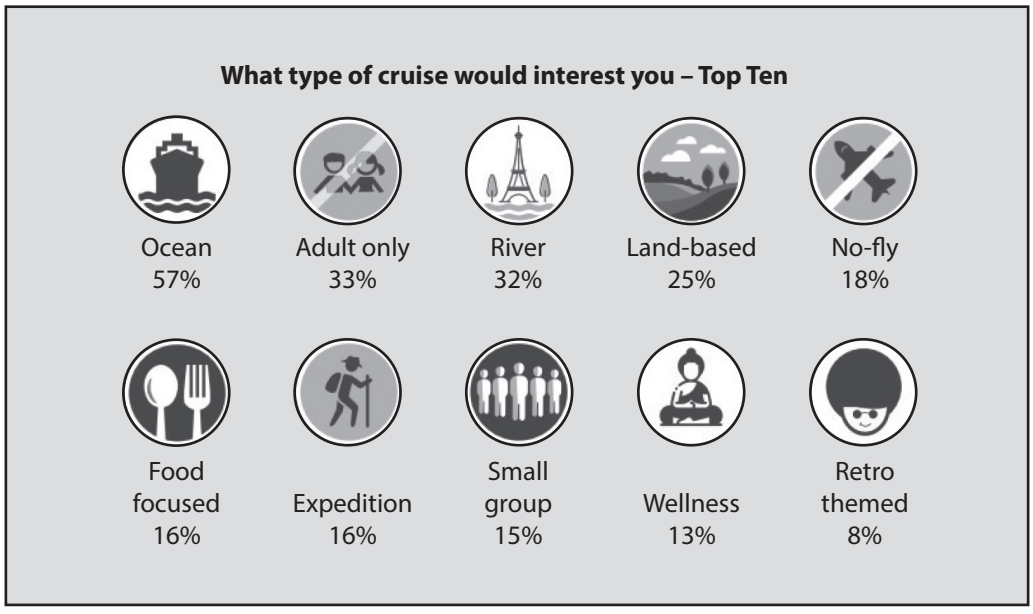


(Source: © Cruise Lines International Association – CLIA Global Passenger Report 2020)



(Source: ©Statista 2022)





(Source: © ABTA Holiday Habits Report 2019)

Bobbin’ Liners mainly operates in the Eastern Mediterranean. The average customer age range is 60–69 years and the normal cruise duration is 14 days.

The company wants to expand and it is considering two proposals.

Proposal 1: Four-day retro themed cruises around the Canary Islands targeting the young and lively 18–30s market.

Proposal 2: 21-day cruises around the Caribbean for families with children.

(e) Evaluate the proposals for Bobbin’ Liners.

(10)

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(Total for Question 3 = 23 marks)

TOTAL FOR PAPER = 75 MARKS

