

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 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.

Mallard Park is a natural visitor attraction.

Visitor attractions are popular destinations with domestic tourists.

1 (a) What is domestic tourism?

(1)

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Mallard Park is a voluntary sector organisation.

Admission fees paid by visitors are one way in which voluntary sector organisations can be funded.

(b) Describe **one other** way in which voluntary sector organisations can be funded.

(2)

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

Mallard Park

Mallard Park is a wetland area with a large lake. Many different species of birds and other wildlife can be seen in their natural habitat. A team of volunteers helps to manage the wetland area by cutting the reed beds, carrying out wildlife surveys and feeding the birds.

A small admission fee is charged to visitors. Visitors arriving on foot, by bike or public transport receive a discount.

Mallard Park offers:

- guided walks on nature trails
- information boards
- birdwatching hides and bird-feeding stations
- a 30-minute motorboat ride around the lake
- fishing lessons
- one-hour canoe hire
- café, gift shop, picnic area
- adventure playground and classroom.

(c) A family with three children aged 3, 6 and 12 years old are visiting Mallard Park.

Explain how **two** products/services offered by Mallard Park meet the needs of this family.

(4)

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UK Government health and safety legislation is an external factor that affects visitor attractions.

- (e) Discuss the implications for UK visitor attractions of complying with health and safety legislation.

(10)

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(Total for Question 1 = 25 marks)



Use the information in the table to help you answer questions 2(a)(i) and 2(a)(ii).

Tourism Employment by Region of England in 2018

Region	Direct employment	%
East Midlands	84,926	5.0
East of England	135,481	7.9
London	542,185	31.8
North East	66,648	3.9
North West	192,074	11.3
South East	226,481	13.3
South West	209,815	12.3
West Midlands	110,981	6.5
Yorkshire	137,296	8.0
Total	1,705,887	100

(Source: International Passenger Survey (IPS) 2018)

- 2 (a) (i) Identify the region that had the lowest number of people in direct employment in tourism.

(1)

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- (ii) Identify the percentage of people in direct employment in tourism in the South West.

(1)

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Tourist information centres provide direct employment in different job roles.

(b) Give **two** job roles in a tourist information centre.

(2)

1

2

Tourist information centres have interrelationships with other travel and tourism organisations in the local area.

(c) Describe **two** interrelationships that a tourist information centre could have with other travel and tourism organisations.

(4)

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(d) Explain **two** potential disadvantages of interrelationships between travel and tourism organisations.

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In September 2020 the Foreign and Commonwealth Office (FCO) was renamed as the Foreign, Commonwealth and Development Office (FCDO).

(e) Evaluate the importance of both VisitBritain and the FCDO in supporting the travel and tourism industry.

(10)

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(Total for Question 2 = 22 marks)



Transport hubs and gateways are a key sector of the travel and tourism industry.

Technology is used extensively at transport hubs and gateways.

3 (a) Explain **one** potential advantage for **transport hubs** and **gateways** of each of the following technologies.

(4)

(i) Self-service check in

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(ii) Body scanners

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Use the information to help you answer questions 3(b) and 3(c).

Birmingham Airport

Birmingham Airport is a busy international airport. It is located 100 miles north-west of London and is close to major motorways.

Direct international flights operate to over 100 holiday destinations and cities in Europe.

Flights operate from 6am to 11pm every day of the year.

Airport facilities include a range of shops, cafes, and bars. Some of these are international brands.

Transport to/from the airport

- Frequent rail services operate to the nearest city.
- There are three trains every hour to central London, with a journey time of 90 minutes.
- Coaches provide a low-cost travel option connecting the airport with other major UK cities. The coaches have free Wi-Fi, charging points and offer 20kg luggage allowance.
- There are more than 10,000 car parking spaces available at the airport.

A group of tourists from Spain have planned a holiday in the UK and want to visit the North of England and Scotland as well as London.

(b) Explain **two** reasons why these tourists may choose to arrive at Birmingham Airport instead of a London airport.

(4)

1

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2

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Birmingham Airport's vision for sustainability is to:

"Maximise the economic and social benefits the Airport brings to our region and minimise our impact on our neighbours and the global environment."

(Source: https://www.birminghamairport.co.uk/media/5975/mb22164_airport-sustainability-strategy-booklet_v8-3.pdf)

(c) Evaluate whether the operations of Birmingham Airport support its vision for sustainability.

(8)

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Many factors have been responsible for the rapid growth of the travel and tourism industry since 1950. One of these factors is product development and innovation.

(d) Evaluate how product development and innovation has been responsible for the rapid growth of the transport sector.

(12)

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(Total for Question 3 = 28 marks)

TOTAL FOR PAPER = 75 MARKS



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