

Component 3

Influences on Global Travel and Tourism



Student Activities and Exercises

Bob Holland



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Component 3: Influences on Global Travel and Tourism

Student Activities and Exercises

Bob Holland



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Table of contents

<i>Introduction</i>	4
<i>Access to more Travel and Tourism resources</i>	5
<i>About the author</i>	5
<i>Assessment objectives</i>	6

Section A Exercises and activities	7
---	---

Section A Answers	28
------------------------------------	----

Section B Exercises and activities	44
---	----

Section B Answers	75
------------------------------------	----

Section C Exercises and activities	91
---	----

Section C Answers	104
------------------------------------	-----

BTEC Tech Award in Travel and Tourism (2022)

Component 3: Influences on Global Travel and Tourism *Student Activities and Exercises*

Introduction

Written to cover the 2022 Pearson BTEC Tech Award specifications, this Teacher Resource provides valuable support to staff delivering **Component 3: Influences on Global Travel and Tourism**.

It is designed to be used in conjunction with the [Component 3 VLE Student eBook](#).

The exercises in this resource are designed to prepare students for the externally-set Pearson BTEC Tech Award examination, which is the means by which Component 3 of the qualification is assessed. The exercises are not designed to constitute practice papers *per se*, but will help students to test their knowledge and understanding of key concepts identified in the content of the specification.

The exercises are divided into three sections, broadly related to the structure of the externally-set assessments.

Section A – Consists of 5 sets of 6 questions, many of which require few words or a one sentence answer. Marks vary from 2 to 5 and there is little or no stimulus material.

Section B – Consists of 5 sets of 3 questions which are based around some initial stimulus material. Interpretation of data and other skills are incorporated into each question. These questions have a mark range of between 10 and 15 in most cases.

Section C – Consists of 3 questions based around a scenario relating to different destinations. Each scenario is marked out of 20.

It is vitally important that centres are fully conversant with the marking guidance published by Pearson/BTEC. In particular, centres should be aware of the assessment objectives for the specification. Guidance relating to levels of response marking should also be understood.

Centres should also be aware that Component 3 contains an element of synoptic assessment. A synoptic element has been incorporated into many of the exercises in this resource, requiring students to apply content knowledge from Components 1 and 2 into their answers.

This resource should be used in conjunction with other materials available on the Pearson Qualifications' website, including the current specification, mark schemes, teachers' guide and sample assessment materials.

I hope you find this resource useful when delivering the BTEC Tech Award in Travel & Tourism.

Bob Holland
December 2023

Access to more Travel and Tourism resources

Staff and students are welcome to visit our website www.tandtpublishing.co.uk and register for access to our expanding database of travel and tourism resources. You will find a wide range of free and subscription resources, including the latest industry news, videos and video clips, links to relevant websites, blank maps, tourism statistics, student activities, etc. Simply visit the website and click on 'Free Resources' on the top bar to learn more.

About the author

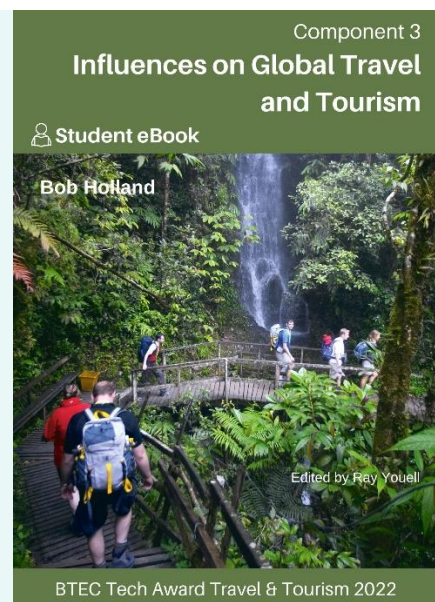
Bob Holland has been involved in the field of tourism education for more than 25 years, through working with a range of organisations to develop resources and provide professional development opportunities for teachers. He has worked as a Chief Examiner and Principal Moderator, and has been closely involved with the development of a number of Travel & Tourism specifications. He is the author of a number of popular Travel & Tourism textbooks and eBooks, including these covering the [2022 BTEC Tech Award qualification](#) and these [WJEC Level 3 resources](#).

Also available

VLE Student eBook

*Component 3: Influences on
Global Travel and Tourism*

Learn More



Assessment objectives (AOs)

These show the hierarchy of knowledge, understanding, skills and behaviours assessed in this Component.

AO1 Demonstrate knowledge of facts, terms, processes and issues in relation to travel and tourism.

AO2 Demonstrate an understanding of facts, terms, processes and issues in relation to travel and tourism.

AO3 Apply an understanding of facts, terms, processes and issues in relation to travel and tourism.

AO4 Make connections with concepts, issues, terms and processes in travel and tourism

Section A

Exercises and activities

This section consists of 5 sets of 6 questions, many of which require few words or a one sentence answer. Marks vary from 2 to 5 and there is little or no stimulus material.

Answers can be found from page 28 onwards.

Section A

Section A: Set 1

1 (a) State **two** ways in which civil unrest in a country can affect its tourism industry. (2 marks)

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1 (b) What is the name of the UK Government website which gives advice to UK residents travelling abroad? (1 mark)

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1 (c) State the meaning of the term *repatriation*. (1 mark)

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(Total for Question 1 = 4 marks)

2 (a) State **two** tectonic events which can cause natural disasters. (2 marks)

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2 (b) Explain **one** possible effect on tourist destinations which have experienced a disaster caused by tectonic activity. (2 marks)

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(Total for Question 2 = 4 marks)

3 (a) State **three** ways in which infectious diseases can be spread. (3 marks)

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3 (b) Explain the meaning of the term *pandemic*. (2 marks)

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(Total for Question 3 = 5 marks)

Safety and security measures are in place at airports and other transport hubs.

4 (a) State **two** ways in which technology is used to provide security at airports. (2 marks)

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4 (b) State **two** job roles which provide security at airports and other transport hubs. (2 marks)

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(Total for Question 4 = 4 marks)

5 (a) State **two** ways in which voluntary sector tourism organisations are funded. (2 marks)

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5 (b) Explain how an economic recession may have an impact on visitor numbers to voluntary sector tourist attractions. (2 marks)

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5 (c) Name the main voluntary sector organisation which protects many cultural and historic attractions throughout the UK. (1 mark)

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(Total for Question 5 = 5 marks)

Butler’s model of tourism development (TALC) suggests that tourism destinations go through a number of stages of development.

6 (a) State the first **two** stages of Butler’s Tourist Area Life Cycle (TALC) model. (2 marks)

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6 (b) State **two** characteristics of *emerging destinations*. (2 marks)

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(Total for Question 6 = 4 marks)

Section A

Section A: Set 2

1 (a) State what is meant by the term *disposable income*. (1 mark)

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1 (b) State the **two** items which make up most of the cost of a typical package holiday (2 marks)

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1 (c) Explain the difference between *full board* and *half board* accommodation on a package holiday. (2 marks)

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(Total for Question 1 = 5 marks)

2 (a) State **two** names given to intense tropical storms which occur in different parts of the world. (2 marks)

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2 (b) What name is given to an intense snowstorm which may cause damage and disruption? *(1 mark)*

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2 (c) Give **three** examples of how periods of drought can affect tourist activities. *(3 marks)*

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(Total for Question 2 = 6 marks)

The UK Government passes a range of legislation which affects the tourism industry.

3 (a) State **two** areas of legislation which affect the UK tourism industry. *(2 marks)*

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3 (b) What is the name of the UK legislation which protects people from discrimination on the grounds of race, disability, gender and other reasons? *(1 mark)*

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3 (c) State **two** reasons why government legislation is important. (2 marks)

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(Total for Question 3 = 5 marks)

4 (a) State **two** types of print media. (2 marks)

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4 (b) Name **one** type of media where people mainly give personal opinions about a tourist destination. (1 mark)

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4 (c) Explain how being featured in a film or TV drama can create a *positive image* of a destination. (2 marks)

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(Total for Question 4 = 5 marks)

5 (a) State **two** endemic diseases found in some tropical destinations. (2 marks)

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5 (b) Explain the impact of the coronavirus pandemic on the global tourism industry. (2 marks)

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(Total for Question 5 = 4 marks)

Tourists need to be aware of guidance relating to individual safety and security when in global tourist destinations.

6 (a) State **two** pieces of common advice for tourists visiting city destinations. (2 marks)

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6 (b) Suggest **three** forms of transport tourists might use when travelling within large cities. (3 marks)

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(Total for Question 6 = 5 marks)

Section A

Section A: Set 3

Destination management organisations (DMOs) work in partnership with other organisations on projects in tourism destinations.

1 (a) State **two** roles of destination management organisations. (2 marks)

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1 (b) State **two** advantages of travel and tourism organisations working in partnership. (2 marks)

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(Total for Question 1 = 4 marks)

This chart shows fluctuations in the average price of petrol in the UK in recent years.

Year	Average price of petrol per litre
2016	£1.00
2018	£1.20
2020	£1.15
2022	£1.50

2 (a) In which year was the price of petrol the cheapest? (1 mark)

.....

2 (b) In 2016 it would have cost £50 to fill up a car with 50 litres of petrol. What would the cost be for the same amount of fuel in 2022? (1 mark)

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2 (c) Suggest how changes in the price of fuel might affect a family which enjoys travelling by car to visit tourist attractions. (2 marks)

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2 (d) What term is used to describe a person who leaves their home area for leisure purposes and returns home the same day? (1 mark)

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(Total for Question 2 = 5 marks)

Newspaper headline: *'Wildfires sweep across western Canada'*.

3 (a) State the **two** main causes of wildfires. (2 marks)

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3 (b) If wildfires occurred often in western Canada, what would be the likely impact on the tourism industry in the destination? (2 marks)

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3 (c) Name **one** country in Europe which has been affected by wildfires in recent years. (1 mark)

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(Total for Question 3 = 5 marks)

Negative impacts of tourism can be seen in many global tourist destinations. One negative economic impact is *leakage*.

4 (a) Explain what is meant by the term *leakage* in the economics of tourism. (2 marks)

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4 (b) State **two** negative economic impacts of tourism. (2 marks)

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(Total for Question 4 = 4 marks)

5 Complete the following table by using two of the three words below to describe each type of partnership. The first type has been completed for you as an example.

PUBLIC PRIVATE VOLUNTARY

Description of activity/project	Type of partnership
<i>A hotel and coach operator work in partnership to provide airport transfers for guests.</i>	<i>PRIVATE - PRIVATE</i>
A local council works with a theme park to develop a new car park.	
An events company works with a National Trust property to stage a concert.	
A council works with a local conservation group to develop 'wild areas' in its woodland areas.	
A hotel works with a council-run golf course to offer discounted rounds of golf.	
An airline works with a car hire company to provide discounted rates.	

(Total for Question 5 = 5 marks)

6 (a) What is the name of the body responsible for promoting tourism in Scotland? (1 mark)

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6 (b) Explain the difference between the VisitBritain.org and VisitBritain.com websites. (2 marks)

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6 (c) Suggest **two** ways in which governments promote tourism. (2 marks)

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(Total for Question 6 = 5 marks)

Section A

Section A: Set 4

1 Complete the table below by identifying whether each disease listed is classified as pandemic or endemic.

Name of disease	Pandemic or endemic?
Malaria	
Avian/bird 'flu	
Zika virus	
Cholera	
Typhoid	

(Total for Question 1 = 5 marks)

Travel and tourism organisations operate in either the private, public or voluntary sector.

2 (a) In which sector of the travel and tourism industry do most tourist information centres operate? (1 mark)

.....

2 (b) Most museums in the UK operate in one of two sectors of the travel and tourism industry. State the **two** sectors. (2 marks)

.....

.....

2 (c) Identify **two** types of printed material available from visitor information centres. (2 marks)

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(Total for Question 2 = 5 marks)

3 (a) Identify **two** areas that are covered when a person takes out travel insurance. (2 marks)

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3 (b) Travel insurance is part of which component of the travel and tourism industry? (1 mark)

.....

3 (c) Identify **three** severe weather events which might affect a tourist and involve a claim on their travel insurance. (3 marks)

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(Total for Question 3 = 6 marks)

4 (a) Identify which **two** of the following technology developments are most commonly found in visitor attractions. (2 marks)

GPS Technology Web cams Animatronics Artificial Intelligence Touch screens

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4 (b) Explain the difference between a *purpose-built* attraction and a *heritage* attraction. (2 marks)

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(Total for Question 4 = 4 marks)

5 (a) What term is used to describe the period when tourist resorts are very busy? (1 mark)

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5 (b) Suggest **three** negative environmental impacts of tourism which may be evident during this period. (3 marks)

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(Total for Question 5 = 4 marks)

6 (a) Identify **two** types of transport hubs other than airports. (2 marks)

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6 (b) What term is used to describe all the transport, communications, water, sewerage and power systems in an area? (1 mark)

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.....

6 (c) In which sector of the travel and tourism industry do most transport providers operate? (1 mark)

.....

.....

(Total for Question 6 = 4 marks)

Section A

Section A: Set 5

1 (a) What do the initials VFR stand for in travel and tourism? (1 mark)

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1 (b) Explain what is meant by the term *specialist travel*. (2 marks)

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1 (c) Explain how a recession might have a negative impact on corporate (business) travel. (2 marks)

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(Total for Question 1 = 5 marks)

2 (a) What is the name of the document which allows tourists to travel between countries? (1 mark)

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2 (b) Which body issues these documents to UK residents? (1 mark)

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A *visa* is a document issued to a tourist from the government of a country the tourist wishes to visit.

2 (c) Explain how visa requirements may have an impact on the number of tourists visiting a country. (2 marks)

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2 (d) Which country issues an ESTA (Electronic System for Travel Authorization)? (1 mark)

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(Total for Question 2 = 5 marks)

3 Temperature can affect types of tourist activity and holidays. Consider the temperature ranges below:

- Minus 5 to plus 5 degrees C
- 5 to 10 degrees C
- 15 to 25 degrees C
- 25 to 35 degrees C
- 35 to 45 degrees C

Complete the following table by matching each tourist activity to the appropriate temperature range. (5 marks)

Tourist activity	Temperature range
Exploring cultural attractions in a city	
High risk of sunburn and heat exhaustion	
Winter sports	
Beach holidays	
Walking and cycling holidays	

(Total for Question 3 = 5 marks)

4 (a) Identify **three** potential risks to personal safety and security when tourists are visiting an unfamiliar destination. (3 marks)

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4 (b) Suggest **two** ways in which organisations in popular destinations help to protect the safety and security of tourists. (2 marks)

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(Total for Question 4 = 5 marks)

5 (a) Identify **two** types of broadcast media. (2 marks)

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5 (b) Explain why many tour operators now use websites and apps, rather than printed brochures, to promote and sell their products. (2 marks)

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(Total for Question 5 = 4 marks)

6 (a) State what is meant by an *endemic* disease. (1 mark)

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6 (b) State **three** precautions UK tourists can take against contracting illnesses and infectious diseases when travelling abroad. (3 marks)

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(Total for Question 6 = 4 marks)

Section A

Answers

Section A SET 1

Question 1

Question number	Answer	Marks
1 (a)	Award marks for the effects of civil unrest. Any two from: <ul style="list-style-type: none"> • Disruption to travel. • Cancelled holidays. • Business failure. • Loss of tourism income. • Repatriation. • Poor image. 	2
1 (b)	The website is that of the Foreign, Commonwealth and Development Office (FCDO)	1
1 (c)	Repatriation involves tourists being returned to their home country by, or with support from, their own government.	1

Question 2

Question number	Answer	Marks
2 (a)	Award one mark for any two of the following disasters caused by tectonic activity: <ul style="list-style-type: none"> • Earthquakes. • Volcanic eruptions • Tsunami • Landslides. • Avalanches. 	2
2 (b)	Award one mark for an identified effect of a disaster caused by tectonic activity in a destination and one further mark for a linked expansion. Answers may relate to: <ul style="list-style-type: none"> • Rebuilding infrastructure. • Early warning systems. • Loss of tourism income. • Building design to withstand severe weather. 	2

Question 3

Question number	Answer	Marks
3 (a)	<p>Infectious diseases can be spread through:</p> <ul style="list-style-type: none"> • Air. • Water. • Food. • Contact. <p>Award one mark for each correct answer.</p>	3
3 (b)	<p>A pandemic is a disease which affects many people at the same time (one mark) and can spread through a number of countries or even across the whole world (one mark).</p>	2

Question 4

Question number	Answer	Marks
4 (a)	<p>Two types of technology used to provide security in airports include:</p> <ul style="list-style-type: none"> • CCTV. • Body scanners. • Luggage scanners. • Facial recognition technology. • Biometric passports. 	2
4 (b)	<p>Two job roles include:</p> <ul style="list-style-type: none"> • Police. • Transport police. • Security staff. • Customs officials. • UK Border Force staff. 	2

Question 5

Question number	Answer	Marks
5 (a)	<p>Voluntary sector tourism organisations may be funded through:</p> <ul style="list-style-type: none"> • Grants. • Membership subscriptions. • Donations. • Legacies. • Sales of products and services. • Income from events. 	2
5 (b)	<p>Economic recession may impact on visitor numbers to voluntary sector attractions by:</p> <ul style="list-style-type: none"> • <i>Increasing</i> visitor numbers – because people cannot afford to visit paid for or more expensive attractions. • <i>Decreasing</i> visitor numbers – because people cannot afford to travel to attractions. <p>Award one mark for an identified effect on visitor numbers to voluntary sector attractions and one further mark for a linked expansion.</p>	2
5 (c)	The National Trust.	1

Question 6

Question number	Answer	Marks
6 (a)	<p>The first two stages of the Butler model are:</p> <ul style="list-style-type: none"> • Exploration. • Involvement. 	2
6 (b)	<p>Two characteristics of emerging destinations are:</p> <ul style="list-style-type: none"> • Visitors are seeking adventure, culture or nature-based experiences. • They may be difficult for overseas tourists to access. • Transport links will be undeveloped. • Basic tourism infrastructure. • Local people may not have access to healthcare and education facilities. 	2

Section A SET 2

Question 1

Question number	Answer	Marks
1 (a)	Disposable income is the amount of money a person has left when essential items such as food, rent and heating bills have been paid.	1
1 (b)	The two main items are: <ul style="list-style-type: none"> • Flights (allow travel). • Accommodation. 	2
1 (c)	<ul style="list-style-type: none"> • <i>Full board</i> – accommodation and three meals. • <i>Half board</i> – accommodation and two meals (usually breakfast and dinner). 	2

Question 2

Question number	Answer	Marks
2 (a)	Any two tropical storms from: <ul style="list-style-type: none"> • Tornadoes. • Hurricanes. • Cyclones. • Typhoon. 	2
2 (b)	An intense snowstorm is a blizzard – award one mark.	1
2 (c)	Drought can affect tourist activities in a number of ways, such as: <ul style="list-style-type: none"> • Shortage of drinking water. • Water supplies may be polluted. • Swimming pools not operating. • Golf courses not watered. • Water-based activities (rafting, canoeing etc.) curtailed. • River cruises disrupted. 	3

Question 3

Question number	Answer	Marks
3 (a)	<p>Areas of legislation affecting the UK tourism industry include:</p> <ul style="list-style-type: none"> • Health and safety legislation. • Employment legislation. • Planning legislation. 	2
3 (b)	The Equality Act.	1
3 (c)	<p>Reasons for the importance of legislation include:</p> <ul style="list-style-type: none"> • Visitor security. • Equality. • Customer financial protection. • Developing facilities and services. • Controlling development. 	2

Question 4

Question number	Answer	Marks
4 (a)	<p>Any two from:</p> <ul style="list-style-type: none"> • Newspapers – reports, articles and advertisements. • Magazines. • Books. • Guidebooks. 	2
4 (b)	<p>Any one from:</p> <ul style="list-style-type: none"> • Social media platforms (which could be named). • Review sites. • Blogs. 	1
4 (c)	<p>Responses may refer to the landscape and scenery of the destination or iconic locations used for filming.</p> <p>Award one mark for an identified reference to a positive image and one further mark for a linked expansion.</p>	2

Question 5

Question number	Answer	Marks
5 (a)	Any two from the following: <ul style="list-style-type: none"> • Malaria. • Yellow fever. • Cholera. • Typhoid. 	2
5 (b)	The coronavirus pandemic had a devastating impact on international travel, leading to loss of jobs, financial hardship and financial losses for many sectors of the travel and tourism industry, such as hotels, airlines, tour operators, visitor attractions, travel agents, etc. Award one mark for an identified reference to the negative impact on the global tourism industry and one further mark for a linked expansion.	2

Question 6

Question number	Answer	Marks
6 (a)	Any two from: <ul style="list-style-type: none"> • Times to avoid going out. • Areas to avoid. • Keeping possessions and documents safe. • Not travelling with valuables. • Not venturing out alone. 	2
6 (b)	Any three from: <ul style="list-style-type: none"> • Taxis. • Buses. • Underground trains. • Metro/suburban trains. • Tourist buses. • Cycling. • Allow e-scooter, segway, etc. 	3

Section A SET 3

Question 1

Question number	Answer	Marks
1 (a)	Any two from: <ul style="list-style-type: none"> • Raise the profile of a destination. • Launch new tourism products. • Stage events. • Promote the destination to tourists. • Help to fund projects or sponsor the destination. 	2
1 (b)	Any two from: <ul style="list-style-type: none"> • Shared resources/skills/expertise (allow two). • Generate new ideas. • Share costs. • Share business risks. 	2

Question 2

Question number	Answer	Marks
2 (a)	The year was 2016 .	1
2 (b)	The cost would be £75.00 .	1
2 (c)	The additional fuel costs might deter people from going out on day trips by car. They may visit attractions closer to their home, choose cheaper attractions or use other forms of transport. Award one mark for an identified relevant point and one further mark for a linked expansion.	2
2 (d)	Excursionist (accept day visitor or day tripper).	1

Question 3

Question number	Answer	Marks
3 (a)	Lack of rainfall and high winds.	2
3 (b)	<p>The tourism industry might suffer from a decrease in visitors because of the dangers associated with wildfires. Businesses might close down and staff may be laid off or put on part-time working.</p> <p>Award one mark for an identified reference to the negative impact on the Canadian tourism industry and one further mark for a linked expansion.</p>	2
3 (c)	Any Mediterranean country such as Spain, Portugal, France, Italy, Greece, etc.	1

Question 4

Question number	Answer	Marks
4 (a)	<p><i>Leakage</i> is the amount of money spent in tourist destinations which is not recycled in the local economy and, instead, is added to the income of travel organisations based outside of the destination.</p> <p>Award one mark for an identified correct reference to leakage and one further mark for a linked expansion.</p>	2
4 (b)	<p>Any two from:</p> <ul style="list-style-type: none"> • Seasonal unemployment. • Low-paid jobs. • Increased living costs for local people in tourist destinations. • High housing costs in popular tourist destinations. 	2

Question 5

Question number	Answer	Marks
5	Public – Private. Private – Voluntary. Public – Voluntary. Private – Public. Private – Private.	5

Question 6

Question number	Answer	Marks
6 (a)	VisitScotland.	1
6 (b)	<p>VisitBritain.org is the trade website developed for tourism businesses, whereas VisitBritain.com is the consumer website aimed at inbound and domestic UK visitors.</p> <p>Award one mark for an identified correct reference to the difference between the two sites and one further mark for a linked expansion.</p>	2
6 (c)	<p>Any two from:</p> <ul style="list-style-type: none"> • Funding tourism projects and destinations. • Co-ordinating marketing campaigns. • Developing partnerships between tourism organisations. • Offering tax breaks and other financial incentives to developers and businesses. 	2

Section A SET 4

Question 1

Question number	Answer	Marks
1	Malaria – Endemic. Avian flu – Pandemic. Zika virus – Pandemic. Cholera – Endemic. Typhoid – Endemic.	5

Question 2

Question number	Answer	Marks
2 (a)	The public sector.	1
2 (b)	The public sector and the voluntary sector.	2
2 (c)	Any two from: <ul style="list-style-type: none"> • Brochures. • Leaflets. • Guidebooks. • Timetables. • Maps. 	2

Question 3

Question number	Answer	Marks
3 (a)	Any two from: <ul style="list-style-type: none"> • Emergency medical cover. • Loss of baggage/valuables. • Cancellation and curtailment. • Emergency repatriation. 	2
3 (b)	Ancillary services.	1
3 (c)	Any three from:	3

	<ul style="list-style-type: none"> • Flooding. • Wildfires. • Drought. • Hurricanes/cyclones/tornadoes/typhoons. • Blizzards. 	
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Question 4

Question number	Answer	Marks
4 (a)	Animatronics and touch screens.	2
4 (b)	<p>A purpose-built attraction (museum, theme park, etc.) is specifically designed to attract visitors, whereas a heritage attraction (stately home, cathedral, etc.) was not originally an attraction, but has become one over time.</p> <p>Award one mark for an identified correct difference between the two types of attraction and one further mark for a linked expansion.</p>	2

Question 5

Question number	Answer	Marks
5 (a)	Peak season (accept high season).	1
5 (b)	<p>Any three from:</p> <ul style="list-style-type: none"> • Traffic congestion. • Water shortages/poor quality of water. • Air pollution. • Noise pollution. • Light pollution. • Damage to vegetation and habitats. • Erosion of footpaths. 	3

Question 6

Question number	Answer	Marks
6 (a)	Any two from: <ul style="list-style-type: none"> • Ferry terminals. • Cruise terminals. • Bus/coach stations. • Train stations. 	2
6 (b)	Infrastructure.	1
6 (c)	Private sector	1

Section A SET 5

Question 1

Question number	Answer	Marks
1 (a)	VFR stands for visiting friends and relatives.	1
1 (b)	Specialist travel is an activity linked with a hobby, sport or special interest (1 mark) or to meet the specific needs of the type of customer (1 mark).	2
1 (c)	<p>An economic recession may mean that companies have less to spend on corporate (business) travel. Less expensive travel options and accommodation may be booked, less incentive travel might be available and more meetings could be held remotely without the need for travel at all.</p> <p>Award one mark for an identified correct/likely negative impact and one further mark for a linked expansion.</p>	2

Question 2

Question number	Answer	Marks
2 (a)	Passport.	1
2 (b)	The Passport Office (allow UK Government).	1
2 (c)	<p>Governments can use the visa system to control the number and/or type of tourists entering their country. They may issue visas for a limited amount of time or only for leisure tourists and not business tourists.</p> <p>Award one mark for a correct identification of the purpose of visas and one further mark for a linked expansion.</p>	2
2 (d)	The United States of America (USA).	1

Question 3

Question number	Answer	Marks
3	<ul style="list-style-type: none"> • Exploring cultural attractions in a city: 5 to 10 degrees C. • High risk of sunburn and heat exhaustion: 35-45 degrees. • Winter sports: minus 5 to plus 5 degrees C. • Beach holidays: 25 to 35 degrees C. • Walking and cycling holidays: 15 to 25 degrees C. 	5

Question 4

Question number	Answer	Marks
4 (a)	Any three from: <ul style="list-style-type: none"> • Theft. • Pickpocketing. • Physical attacks. • Accidents. • Bribery. • Getting lost. 	3
4 (b)	Any two from: <ul style="list-style-type: none"> • CCTV. • Tourist police. • Security staff. • Safety deposit boxes in accommodation. 	2

Question 5

Question number	Answer	Marks
5 (a)	Any two from: <ul style="list-style-type: none"> • Radio. • Film. • TV. • Blogs. • Podcasts. 	2
5 (b)	Websites and apps have a number of advantages over printed brochures, including:	2

	<ul style="list-style-type: none"> • They can be updated as often as necessary (dynamic). • Can contain more information. • Cheaper to set up and maintain. • Visually more appealing with video clips, etc. <p>Award one mark for an identified correct advantage and one further mark for a linked expansion.</p>	
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Question 6

Question number	Answer	Marks
6 (a)	Endemic disease – a disease which is present permanently in a region or population.	1
6 (b)	Any three from: <ul style="list-style-type: none"> • Vaccinations. • Protective clothing. • Medicines. • Protective equipment. • Appropriate insurance. • Hygiene. • Food and drink choices. 	3

Section B

Exercises and activities

This section consists of 5 sets of 3 questions which are based around some initial stimulus material. Interpretation of data and other skills are incorporated into each question. These questions have a mark range of between 10 and 15 in most cases.

Answers can be found from page 75 onwards.

Section B

Section B: Set 1

Question 1

The following table shows the number of visits made by British residents to England, Scotland and Wales between April and December 2021.

	Great Britain	England	Scotland	Wales
Trips (millions)	118.91	100.2	13.61	9.97
% of total GB trips	100%	84%	11%	5%
Nights (millions)	420.93	337.34	47.06	36.52
Spend (£ million)	£27,204	£22,233	£2,991	£1,979

1 (a) How many trips did British residents make to Scotland during the period shown by the data? (1 mark)

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1 (b) How much was spent by British residents while visiting Scotland during the same period? (1 mark)

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1 (c) Suggest measures that the Welsh Government could take to increase the number of British visitors to Wales. (2 marks)

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The research also suggested that 40% of the overnight trips made to Scotland were holidays and 9% were business trips.

1 (d) Suggest what other type of tourism made up most of the remaining proportion of the trips. (1 mark)

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1 (e) Explain **two** reasons why the Scottish Government would like to see an increase in the number of business trips made to Scotland. *(4 marks)*

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(Total for Question 1 = 9 marks)

Question 2

‘Lanzarote is the ideal holiday island for the discerning holidaymaker. This unique island has everything: stunning volcanic landscapes, amazing nature attractions, uncountable picturesque sandy beaches, attractive luxury hotels, interesting places to see and plenty of great things to do.’

Lanzarote has a population of around 150,000 people and receives 2.5 million tourist visits each year, with approximately 45% of these coming from the UK.

The following table shows the range of temperatures and average days of rainfall for each month of the year in Lanzarote.

Month	Temperature range (degrees C)	Days of Rainfall
January	20° / 13°	2 days
February	20° / 13°	2 days
March	22° / 14°	2 days
April	22° / 14°	1 day
May	24° / 16°	0 days
June	25° / 18°	0 days
July	27° / 19°	0 days
August	28° / 20°	0 days
September	27° / 20°	0 days
October	26° / 18°	1 day
November	23° / 16°	2 days
December	21° / 14°	3 days

2 (a) What is the temperature range in the month of August? (1 mark)

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2 (b) On average, on how many days per year does it rain in Lanzarote? *(1 mark)*

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2 (c) Summarise the reasons why the climate of Lanzarote makes the island a popular destination for tourists. *(4 marks)*

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2 (d) Lanzarote has a history of volcanic eruptions. Outline the impacts that a major eruption is likely to have on tourism to the island. *(3 marks)*

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2 (e) Unlike many destinations, Lanzarote, along with other destinations within the Canary Islands, does not impose a tourist tax on visitors. Suggest how the income raised through such a tax could be used. *(3 marks)*

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(Total for Question 2 = 12 marks)

Question 3

The following image shows a beach in a tropical country.



3 (a) Suggest why the destination shown in the image might appeal to certain types of tourists. (2 marks)

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3 (b) From the evidence in the image, suggest what stage of Butler's Tourist Area Life Cycle (TALC) model the destination has reached. (1 mark)

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3 (c) Suggest how the destination shown in the image could be managed to reduce the negative environmental impacts of tourism. (4 marks)

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3 (d) Outline the characteristics of destinations which are identified as being *mature*. (4 marks)

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(Total for Question 3 = 11 marks)

Section B

Section B: Set 2

Question 1

'Sri Lanka expects to host 1.55 million visitors and earn \$2.7 billion in much-needed tourism revenue in 2023, as it maps a road to the recovery of its tourism sector amid its worst economic crisis in decades'.

1 (a) Name the term used to describe a country's economy which has performed poorly, often causing hardship among its citizens. (1 mark)

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1 (b) Explain how a weak currency in Sri Lanka might affect outbound tourism from the country. (2 marks)

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1 (c) Explain **three** ways in which the government of Sri Lanka could support the country's tourism industry. (6 marks)

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1 (d) Outline the types of tourism organisations in Sri Lanka which might work in partnership with UK-based tour operators. *(4 marks)*

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(Total for Question 1 = 13 marks)

Question 2

Madrid is generally a safe city for tourists to visit, but if you're heading into the capital city's biggest attractions, then taking some extra precautions is strongly advised.

When venturing into the city centre, otherwise known as the Centro, it's important to stay watchful and keep your belongings safe. The most popular tourist spots and landmarks in Madrid are especially targeted by pick pocketers.

You should be wary of pickpockets on the Metro as well. Be particularly cautious when taking line 8 connecting the city with Barajas airport. Other common areas for pickpocketing in Madrid are in bus stations and at the airport.

2 (a) State **two** possible risks relating to personal safety when visiting tourist areas, other than those mentioned in the above extract. (2 marks)

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2 (b) Outline the range of security measures used to protect tourists and other travellers in airports and on railways. (4 marks)

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2 (c) Suggest the types of attractions that tourists to European capital cities such as Madrid might visit during a *city break* holiday. (4 marks)

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(Total for Question 2 = 10 marks)

Question 3

The table below shows the number of UK tourists entering Gibraltar by air from 2010 to 2021.

Year	Number of arrivals from the UK into Gibraltar by air
2010	150,960
2011	189,529
2012	192,152
2013	189,382
2014	204,895
2015	218,720
2016	270,067
2017	277,784
2018	217,059
2019	239,338
2020	88,609
2021	127,984

3 (a) Which year saw the greatest number of tourist arrivals from the UK to Gibraltar? (1 mark)

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3 (b) Suggest which event caused the sharp decline in tourist arrivals in 2020. (1 mark)

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3 (c) Describe the trend in tourist arrivals from the UK to Gibraltar shown in the table. (3 marks)

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Section B

Section B: Set 3

Question 1

Study this picture and read the information in the panel alongside.



If you're looking for a unique and authentic desert adventure, look no further than this luxury camel trekking tour in Morocco!

With an expert local guide, you'll journey from Marrakech to Ouarzazate, the gateway to the Sahara Desert, and to Zagora in the lush Draa Valley over the course of 2 days.

One of the highlights of this Morocco Sahara Desert camel trekking tour is the chance to see ancient Berber villages and discover the rich history at Ait Ben Haddou Kasbah, a UNESCO World Heritage site.

1 (a) Outline how the tourist activity shown in the image and described in the text may have positive sociocultural and economic impacts. (4 marks)

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1 (b) Explain what is meant by the term *staged authenticity*. (2 marks)

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UNESCO World Heritage Sites are cultural and/or natural sites considered to be of 'Outstanding Universal Value'.

1 (c) Explain why it is important to conserve important sites such as the Ait Ben Haddou Kasbah. (4 marks)

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1 (d) Explain how tourists can be educated to help manage the potential *sociocultural* impacts of tourism. (4 marks)

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(Total for Question 1 = 14 marks)

Question 2

Galway City Council in partnership with the Galway Tourism Taskforce and Fáilte Ireland (the Irish Tourist Board) has launched an advertising campaign called "Keep Discovering Galway City".

Details

The 10-week campaign aims to drive tourism to Galway city, and its focus is on motivating "unconstrained adults" - empty nesters and under 45s - to visit Galway city on a midweek break and to enjoy the full breadth of experiences available. The €60,000 digitally-focused campaign runs across press, audio, PR, digital and social media channels. The campaign's video showcases the activities to enjoy in the Galway area.

2 (a) Identify one national *public sector* organisation involved in the partnership. (1 mark)

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2 (b) State the term used to describe situations where travel and tourism organisations rely on each other to carry out their operations. (1 mark)

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2 (c) Identify **two** customer types which the campaign seeks to attract to Galway. (2 marks)

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The Galway Tourism Taskforce is a destination management organisation (DMO).

2 (d) Outline the role of a destination management organisation (DMO). (2 marks)

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2 (e) Suggest **two advantages** and **two disadvantages** of tourism organisations working together in partnership. (4 marks)

Advantages

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Disadvantages

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The Galway City campaign mentioned above relies heavily on consumer technology.

2 (f) Summarise the advantages and disadvantages of travel and tourism organisations using consumer technology in their operations. (6 marks)

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(Total for Question 2 = 16 marks)

Question 3

The table below shows the number of jobs in tourism worldwide between 2019 and 2023.

Year	Number of tourism jobs worldwide
2019	334 million
2020	271 million
2021	289 million
2022	295 million
2023	320 million (<i>estimate</i>)

3 (a) How many people lost their jobs in tourism between 2019 and 2020? (1 mark)

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The decrease in global travel, which led to a fall in the number of people employed in the tourism industry, was caused mainly by the coronavirus (Covid-19) pandemic.

3 (b) Give the names of two other recent pandemics. (2 marks)

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3 (c) Explain the difference between a *pandemic* and an *endemic* disease. (2 marks)

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Read the information in the following panel taken from the Foreign, Commonwealth and Development Office website in December 2023, providing information for UK citizens wishing to travel to Chile in South America.

All travellers should familiarise themselves with the entry rules for Chile before travel.

If you are a British passport holder visiting Chile for less than 90 days, you do not need a visa. Your passport should be valid for the proposed duration of your stay. No additional period of validity beyond this is required.

All restrictions or entry requirements around Covid-19 have been lifted. There is no need to present negative PCR test results, Covid-19 vaccination certificates or to be subject to Covid-19 testing upon arrival.

3 (d) Explain the difference between a passport and a visa. (2 marks)

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3 (e) Outline the range of precautions UK travellers could take when preparing to travel to a country such as Chile. (6 marks)

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(Total for Question 3 = 13 marks)

Section B

Section B: Set 4

Question 1

Read the information in the following extract.

A research organisation was asked to undertake a comprehensive report about the winter sports industry in Europe. The results identified a multi-billion dollar industry with 130 million skiers taking part in 400 million annual skier visits worldwide.



1 (a) What is the name of the other major winter sport, other than skiing? (1 mark)

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Some winter sports resorts can be described as 'all-year-round' destinations.

1 (b) Explain how the tourist facilities provided in winter sports destinations can be used during other seasons. (4 marks)

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1 (c) Outline the benefits to winter sports destinations if they are open during different seasons of the year. *(4 marks)*

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1 (d) Suggest how climate change may have a variety of impacts on winter sports destinations and the range of travel and tourism organisations found there. *(4 marks)*

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(Total for Question 1 = 13 marks)

Question 2

Read the information in the following extract.

More corporate travellers are choosing to book travel options and accommodation on their own. According to a recent survey, 68% of employees book business travel independently instead of seeking the services of a travel agent (source: Expedia Group, 2021). After all, there are numerous self-booking options that business professionals can use instead.

2 (a) Expedia is an example of an OTA. What do the initials OTA stand for? (1 mark)

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2 (b) State **two** other types of travel agency apart from OTAs and business (corporate) travel agencies. (2 marks)

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2 (c) Outline the range of travel and tourism products which are sold by travel agents, apart from transport and accommodation. (4 marks)

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2 (d) Discuss the ways in which different types of travel and tourism businesses have had to respond to factors which have influenced global travel and tourism. (6 marks)

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(Total for Question 2 = 13 marks)

Question 3

Study the information in the table below which shows the number of passengers taking cruise ship holidays between 2019 and 2022 in 000s (thousands).

Region	2019	2020	2021	2022
North America	15,408	3,008	2,215	12,592
Western Europe	7,226	1,223	1,671	5,433
Asia	3,738	497	626	791
Australia/New Zealand/Pacific	1,351	340	7	471
South America	935	458	89	426
Eastern Europe	263	72	32	161
Middle East	108	8	22	149

3 (a) How many passengers took cruises in Western Europe in 2019? (1 mark)

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3 (b) How many passengers took cruises in South America in 2022? (1 mark)

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Cruise ship companies operate in the private sector of the travel and tourism industry.

3 (c) Outline the main aims of travel and tourism organisations which operate in the private sector. (3 marks)

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3 (d) Explain the term ‘*new and emerging markets*’ in relation to the cruise holiday industry. (3 marks)

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3 (e) Summarise the negative impacts that cruise holidays can have on the environment and the destinations visited. (6 marks)

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(Total for Question 3 = 14 marks)

Section B

Section B: Set 5

Question 1

Study the information in the following table showing the number of people travelling into the USA in 2021.

	Country	Arrivals
1	Mexico	10,396,724
2	Canada	2,529,022
3	Colombia	1,063,659
4	United Kingdom	460,749
5	India	433,305
6	Ecuador	407,417
7	Dominican Republic	405,869
8	Peru	404,937
9	Argentina	301,794
10	Guatemala	279,896
	Total	16,683,372

1 (a) Not all of the people arriving in the USA will be tourists. Suggest a term which could be used to describe those people arriving in the USA who are not tourists. (1 mark)

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1 (b) Some people visiting the USA will be VFR tourists. What do the letters VFR stand for in travel and tourism? (1 mark)

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1 (c) Identify the **two** other main types of tourism, in addition to VFR. (2 marks)

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1 (d) Name **two** UK-based airlines which provide scheduled services to a number of cities in the USA. (2 marks)

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The two oldest national parks in the world, Yellowstone and Yosemite (image below), are both in the USA. They were established to protect habitats and areas of natural beauty from inappropriate development.



1 (e) Discuss how tourism has created positive environmental impacts in both natural areas and urban landscapes. (6 marks)

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(Total for Question 1 = 12 marks)

Question 2

Read the information below about negative tourism impacts in the African country of Botswana.

The following are negative impact of tourism in Botswana:

- *The tourism industry is 100% run by the government, but there are some private companies such as safari companies that take a lot of profit from tourism.*
- *Tourism is an unreliable industry. The number of tourists can fluctuate from year to year due to different problems such as a shortage of money to tour by tourists.*
- *Like other industries, the tourism industry pays Botswana people lower wages since most of the higher posts are in the hands of foreigners.*

2 (a) Botswana is known throughout the world as a popular destination for safaris. Outline what happens on a safari holiday. (2 marks)

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2 (b) Explain why the issue that ‘most of the higher posts are in the hands of foreigners’ could cause problems for the tourism economy of Botswana. (3 marks)

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The negative economic impacts of tourism can be managed to provide benefits to local people.

2 (c) Describe two methods which could be used to manage these negative economic impacts and to support local people. (4 marks)

Method 1

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Method 2

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Read the marketing information below, produced by the Botswana Tourism Organisation.

Explore Our Wilderness

Experience the stunning beauty, the unimaginable vastness, the isolation and worldliness, the astoundingly prolific wildlife of the best kept African secret - Botswana.

2 (d) Botswana is at the *emerging* stage of tourism development. Outline the characteristics of *emerging* tourism destinations across the world. (4 marks)

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(Total for Question 2 = 13 marks)

Question 3

Study the map, images and information below about the Faroe Islands.

The Faroe Islands is a group of 18 mountainous islands located halfway between Iceland and Scotland in the North Atlantic Ocean.

The islands' population of 52,000 is spread out across the 17 inhabited islands. These islands are connected by excellent infrastructure linked together by a comprehensive road network and tunnel and ferry connections.



3 (a) Suggest why the location of the Faroe Islands might appeal to cruise ship operators offering itineraries to Iceland and Norway. (2 marks)

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3 (b) From the images above, suggest **two** natural attractions which might appeal to tourists. (2 marks)

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The Faroe Islands have moved beyond the *exploration* stage of Butler's Tourist Area Life Cycle (TALC) model of tourism development and are now between stages 2 and 3.

3 (c) Name the second and third stages of Butler's TALC model. (2 marks)

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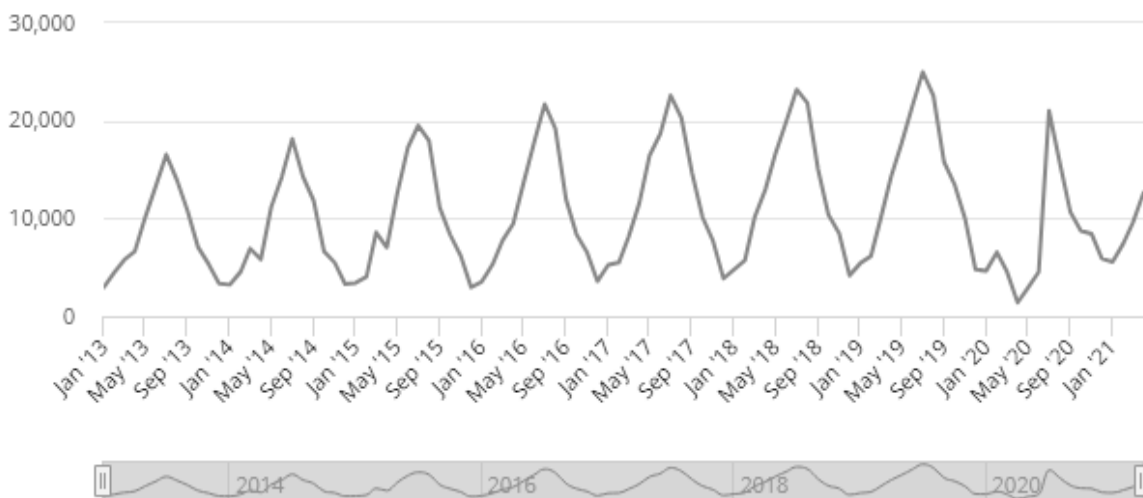
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Tourism to the Faroe Islands is very seasonal, due to the harsh winter weather. This is demonstrated by the graph below showing the number of tourists staying in hotels, hostels and guesthouses at different times of the year.

Overnight stays at hotels, hostels and guest-houses



Overnight stays



3 (d) Use the information from the graph to estimate (to the nearest 1,000) the number of overnight stays in **January 2014** and **May 2019**. (2 marks)

January 2014

May 2019

3 (e) Explain why improvements to the transport infrastructure within the Faroe Islands and with neighbouring countries are likely to boost tourist numbers. (4 marks)

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National and local governments have an important role to play in tourism development.

3 (f) Discuss the reasons why governments might want to develop tourism. (6 marks)

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(Total for Question 3 = 18 marks)

Section B

Answers

Section B SET 1

Question 1

Question number	Answer	Marks
1 (a)	13.61 million	1
1 (b)	£2,991 million (accept £2,991,000,000)	1
1 (c)	Any two from: <ul style="list-style-type: none"> • More marketing and promotion within the UK. • More investment in tourist accommodation and other tourism products. • Provide extra grants to tourism businesses. • Expand the range and variety of events in the country. 	2
1 (d)	Visiting friends and relatives (VFR)	1
1 (e)	<p>Business tourists tend to spend more per head than leisure tourists on accommodation, food and drinks, often staying in more expensive accommodation.</p> <p>Also, an increase in business tourism would imply that more companies are interested in doing business in Scotland, thus supporting the Scottish economy more generally.</p> <p>Allow one mark for each suggested reason and a further mark for relevant development. Other valid answers may be possible.</p>	4

Question 2

Question number	Answer	Marks
2 (a)	20 to 28 degrees C (accept 8 degrees C).	1
2 (b)	The average is 13 days of rainfall per year.	1
2 (c)	<p>Reference could be made to:</p> <ul style="list-style-type: none"> • The all-year-round reliable temperature. • Temperatures are generally within a range where a variety of tourist activities can be carried out. • Sea temperatures are likely to be warm all year round. • The destination is attractive as a 'winter sun' destination. • Off-season prices might be cheap, but temperatures are still pleasantly warm. • The low rainfall will attract 'sun seekers' who want to spend time sunbathing and relaxing around pools, etc. <p>Allow one mark for each of three valid suggestions and a further mark for relevant development.</p>	4
2 (d)	<p>A major eruption is likely to reduce tourism numbers in the short term. If this happens, airlines, tour operators and accommodation providers will be affected – some companies may stop selling holidays and flights to the island. Tourist businesses and the local population will also be affected. Local people working in tourism may lose their jobs.</p> <p>Allow one mark for each valid suggestion.</p>	3
2 (e)	<p>The money raised through a tourist tax could be used to:</p> <ul style="list-style-type: none"> • Improve the infrastructure on the island – e.g., new roads, power supply or airport development. • Support the local population – e.g., by building new schools and hospitals. • Invest in sustainable tourism strategies – e.g. by developing renewable energy sources, using more locally-sourced food and supplies. • Reduce taxes for the local population and businesses. <p>Allow one mark for each of two valid suggestions and a further mark for relevant development.</p>	3

Question 3

Question number	Answer	Marks
3 (a)	<p>Answers may refer to:</p> <ul style="list-style-type: none"> • The broad sandy beach. • The clear blue water. • The cloudless sky. • Picturesque islands. • Only a few tourists. <p>Accept any two relevant answers.</p>	2
3 (b)	The <i>exploration</i> stage.	1
3 (c)	<p>Reference could be made to:</p> <ul style="list-style-type: none"> • Visitor management, including restricting the number of visitors, controlling movements and issuing permits. • Educating visitors on the importance of respecting local environments. • Controlling development, including designation as a national park or similar environmental protections. • Managing traffic, including sea as well as land transport. • The government and local tourism businesses adopting sustainable tourism principles. <p>Allow one mark for each of three suggestions and a further mark for relevant development.</p>	4
3 (d)	<p>Characteristics of mature destinations include:</p> <ul style="list-style-type: none"> • Have been popular for 20+ years with steady growth rates • High volume/mass tourism with mainly package holidays. • Fully-developed tourist infrastructure. • Fully-integrated transport links. • Possible strain on natural resources. • Natural/cultural features may be damaged or diluted. • An established tourist season. • Extensive promotion of the destination. • Some visitor facilities may be run down. • Local economy reliant on tourism. • Conflict between tourists and local population may be present. <p>Allow marks for up to three points plus a further mark for development.</p>	4

Section B SET 2

Question 1

Question number	Answer	Marks
1 (a)	Recession.	1
1 (b)	<p>A weak currency would mean that it would be expensive for Sri Lankan residents to travel abroad, thereby reducing outbound tourism from the country. This could lead to more domestic tourism within Sri Lanka.</p> <p>Allow one mark for an appropriate answer and a further mark for development.</p>	2
1 (c)	<p>Possible ways in which the government of Sri Lanka could support the tourism industry include:</p> <ul style="list-style-type: none"> • Promoting inbound tourism through funding for national/regional tourist boards. • Tax incentives for tourism businesses. • Removing any visa restrictions. • Improving infrastructure. • Enhancing security measures for tourists. • Developing transport links. <p>Allow one mark for each of five realistic responses and a further mark for appropriate development.</p>	6
1 (d)	<p>Possible organisations could include:</p> <ul style="list-style-type: none"> • Hotels and other accommodation providers. • Transport organisations. • Inbound tour operators. • Visitor attractions. • Specialist organisations such as those providing adventure or cultural activities. • Tour guides. • Local and national government. <p>Allow up to three marks for the types of organisations identified plus a further mark for appropriate development.</p>	4

Question 2

Question number	Answer	Marks
2 (a)	Any two from: <ul style="list-style-type: none"> • Theft. • Physical attacks/muggings. • Accidents. • Bribery. • Getting lost. 	2
2 (b)	Reference could be made to: <ul style="list-style-type: none"> • CCTV. • Transport police. • Security guards. • Body and luggage scanners. • Safety deposit boxes. • Left luggage facilities. Allow one mark for each of three correctly identified measures, plus a further mark for development.	4
2 (c)	Reference could be made to: <ul style="list-style-type: none"> • Cultural attractions such as cathedrals, palaces, government buildings and other historic sites, parks and gardens. • Purpose-built attractions, such as museums and art galleries, plus sports stadia and specific attractions, e.g. the London Eye, Madame Tussauds, the Louvre in Paris, the Colosseum in Rome, etc. 	4

Question 3

Question number	Answer	Marks
3 (a)	2017 (277,784 arrivals).	1
3 (b)	The global Covid-19 or coronavirus pandemic.	1
3 (c)	<p>Reference should be made to:</p> <ul style="list-style-type: none"> • The steady increase from 2010 to 2017. • A decrease from 2017 to 2019. • A dramatic drop in 2020. • A recovery in 2021. <p>Allow one or two marks for general points, plus a further mark for appropriate development.</p>	3
3 (d)	<p>Answers should reflect an understanding of the purpose of the research, namely to gain an understanding of the reasons for visiting Gibraltar. This could be for leisure, visiting friends and relatives (VFR) or business purposes.</p> <p>Face-to-face qualitative and quantitative questionnaires and surveys offer the most advantages (possibly undertaken at airports).</p> <p>Observation would not be appropriate, but informal interviews and possibly focus groups might be of value.</p> <p>This answer could be levels marked, using guidance from the current Pearson published mark scheme.</p>	6

Section B SET 3

Question 1

Question number	Answer	Marks
1 (a)	<p>Sociocultural impacts could include references to:</p> <ul style="list-style-type: none"> • Improved quality of life. • Access to facilities. • Improved cultural awareness. • Improved healthcare and education. <p>Economic impacts could include references to:</p> <ul style="list-style-type: none"> • Money spent by tourists. • Employment opportunities. • Training. • Foreign currency earnings. <p>Award three marks for appropriate impacts and a further mark for relevance to the information provided.</p>	4
1 (b)	<p>Staged authenticity is where members of the local population re-enact cultural activities (music, dance, festivals, etc.) solely for the benefit of tourists, which can sometimes demean the local culture and traditions, if not carried out sympathetically.</p>	2
1 (c)	<p>References may be made to:</p> <ul style="list-style-type: none"> • The importance of such sites to local culture and religion. • The opportunity to discover how people lived in the past. • It is impossible to replace unique sites. • Provides cultural attractions which promote tourism and generates employment and income for local people. <p>Accept three relevant points and award a further mark for a relevant development/explanation.</p>	4
1 (d)	<p>Visitors can be educated:</p> <ul style="list-style-type: none"> • To reduce their impacts on the local community and culture. • To behave and dress appropriately. • To respect traditions and religions. <p>This can be achieved through using a range of media, input from tour operators and local guides, signage, etc.</p> <p>Award up to three marks for relevant points and a further mark for appropriate development/explanation.</p>	4

Question 2

Question number	Answer	Marks
2 (a)	Fáilte Ireland – accept the Irish Tourist Board.	1
2 (b)	Interdependency.	1
2 (c)	Empty nesters and under 45s – accept ‘unconstrained adults.’	2
2 (d)	<p>The role of a DMO includes:</p> <ul style="list-style-type: none"> • Developing tourism strategies/plans. • Encouraging and leading partnerships. • Destination marketing. • Providing funding to tourism organisations. • Running training courses for tourism businesses. <p>Allow one mark for each relevant point.</p>	2
2 (e)	<p>Possible advantages of partnerships:</p> <ul style="list-style-type: none"> • Shared resources/skills/expertise. • Generating new ideas. • Shared costs. • Increased coverage/publicity/profile. <p>Possible disadvantages of partnerships:</p> <ul style="list-style-type: none"> • Conflicting aims and priorities. • Less flexibility. • Slows down decision-making. • Difficulty in responding quickly to changing events. <p>Award one mark for each of four valid and correct points.</p>	4
2 (f)	<p>Advantages of consumer technology include:</p> <ul style="list-style-type: none"> • Convenience. • Accessibility. • Data security. • Time saving. • Flexibility. • Meeting customer expectations. <p>Possible disadvantages include:</p> <ul style="list-style-type: none"> • Alienating some key markets. • Unreliable devices. • Systems failure. • Expensive to set up and maintain. • Risk of hacking and data theft. 	6

Question 3

Question number	Answer	Marks
3 (a)	63 million.	1
3 (b)	Any two from: <ul style="list-style-type: none"> • Norovirus. • Avian/bird flu. • Zika virus. • SARS. 	2
3 (c)	A pandemic is a disease which affects a country or wider area for a specific time, whereas an endemic disease is always present within a certain population. Award one mark for each correct definition.	2
3 (d)	A passport is issued by the government of a country in which a person is a resident, while a visa is issued by the government of a country the person wishes to visit to allow them entry for a specified amount of time. Allow one mark for each correct definition.	2
3 (e)	Reference could be made to: <ul style="list-style-type: none"> • Appropriate vaccinations. • Using protective clothing. • Having medicines available. • Appropriate travel insurance. • Hygiene routines. • Food and drink choices. <p>This answer could be levels marked, using guidance from the current Pearson published mark scheme.</p>	6

Section B SET 4

Question 1

Question number	Answer	Marks
1 (a)	Snowboarding.	1
1 (b)	<p>General and specific facilities can be identified.</p> <p>General facilities include accommodation, retail outlets, catering outlets and indoor sports facilities such as swimming pools and spas. These can be provided for other seasons/activities.</p> <p>Specific facilities include the winter sports infrastructure of ski lifts, cable cars, etc. These can be adapted for activities such as mountain biking, walks and adventure activities.</p> <p>Award up to four marks for relevant points and developed explanations.</p>	4
1 (c)	<p>Being open for longer brings a range of economic benefits, including:</p> <ul style="list-style-type: none"> • Local people are employed for longer periods. • Businesses generate more revenue. • More income from tourists can be invested in the destination. • Non-tourism businesses also benefit, e.g. fuel stations, shops, trades people, etc. <p>There may also be sociocultural benefits such as reducing the risk of local people leaving to find work in other areas and an enhancement of the community spirit. Facilities which are provided for visitors can also be used by the local population.</p>	4
1 (d)	<p>Climate change is reducing the length of the winter sports season in many destinations and snowfall is becoming less reliable. This may have negative economic impacts on the businesses and local population who rely on the winter sports market.</p> <p>Climate change may have negative environmental impacts as well. Conversely, warmer summers may attract tourists for whom higher coastal temperatures may be too hot and increased summer temperatures may extend the summer season.</p> <p>Destinations may have to invest in new tourism infrastructure to meet the challenge of climate change.</p> <p>Award one mark for each valid point plus a further mark for relevant development.</p>	4

Question 2

Question number	Answer	Marks
2 (a)	OTA stands for online travel agency.	1
2 (b)	<p>Two from:</p> <ul style="list-style-type: none"> • Retail travel agency • Home worker • Independent travel agent • Multiple travel agency 	2
2 (c)	<p>Products include:</p> <ul style="list-style-type: none"> • Package and tailor-made holidays. • Car hire. • Travel insurance. • Foreign currency. • Attraction and excursion bookings. • Airport parking. • Luggage. <p>Award up to three marks for identified products and an additional mark for appropriate development.</p>	4
2 (d)	<p>Expect a general discussion which may refer to:</p> <ul style="list-style-type: none"> • Adapting and developing new products and services. • Adapting operational procedures. • Reviewing destinations offered. • Reviewing pricing structures. • Managing public relations. • Managing human resource needs. <p>This answer could be levels marked, using guidance from the current Pearson published mark scheme.</p>	6

Question 3

Question number	Answer	Marks
3 (a)	7,226,000 (do not allow 7,226).	1
3 (b)	426,000 (Do not allow 426).	1
3 (c)	<p>The main aim of private sector organisations is to make a profit through selling travel and tourism products and services. They may also aim to maximise sales revenue, increase market share and provide a dividend for shareholders.</p> <p>Award one mark for each valid point up to a maximum of three.</p>	3
3 (d)	<p>New and emerging markets are generally countries which have developed economically in recent years so that an increased proportion of the population can afford to travel more than they could in the past. With regards to the cruise industry, North America and Western Europe would be traditional markets, with South America and Eastern Europe being examples of emerging markets.</p> <p>Award one mark for each valid point up to a maximum of three.</p>	3
3 (e)	<p>Cruise holidays can have a number of negative impacts on the environment, including:</p> <ul style="list-style-type: none"> • Water pollution in oceans and ports. • Rubbish and waste disposal. • Chemical spillages. • Global warming associated with flights to join cruises. <p>As for the destinations visited, negative impacts could include:</p> <ul style="list-style-type: none"> • Congestion. • Staged authenticity. • Rubbish and waste disposal. • Excessive water use. • Damage to wildlife and fragile habitats. <p>Award one mark for each valid point up to a maximum of six.</p>	6

Section B SET 5

Question 1

Question number	Answer	Marks
1 (a)	Accept migrants, refugees, asylum seekers, workers.	1
1 (b)	VFR stands for visiting friends and relatives.	1
1 (c)	Leisure tourism (accept holiday tourism) and business tourism (accept corporate tourism).	2
1 (d)	British Airways (accept BA) and Virgin Atlantic.	2
1 (e)	<p>Reference could be made to:</p> <p>Natural landscapes:</p> <ul style="list-style-type: none"> • Conservation. • Protection of wildlife. • Protected areas (other than national parks). • Environmental education. <p>Urban landscapes:</p> <ul style="list-style-type: none"> • Creation of open spaces. • Improved street furniture. • Regeneration. • Urban renewal. • Re-use of traditional buildings. <p>Expect both landscapes to be discussed for higher marks.</p> <p>This answer could be levels marked, using guidance from the current Pearson published mark scheme.</p>	6

Question 2

Question number	Answer	Marks
2 (a)	<p>Reference could be made to:</p> <ul style="list-style-type: none"> • Watching/photographing/tracking large animals such as elephants, lions, hyenas, etc. • Sleeping in camps/cabins. • Possibly interacting with local people. • Purchasing local artefacts and souvenirs. • Enjoying the scenery. <p>Award one mark for each valid point up to a maximum of two.</p>	2
2 (b)	<p>This means that not all income from employment in tourism is recycled within the economy of Botswana, but is paid as salaries to people from abroad. 'Leakage' may be mentioned. The more money that is retained by Botswana, the better for its economic development.</p> <p>Examples may be present in answers.</p> <p>Allow one mark for a valid point plus another for a relevant development/explanation up to a maximum of three.</p>	3
2 (c)	<p>Possible methods:</p> <ul style="list-style-type: none"> • Providing employment and training to local people giving access to better paid jobs. • Encouraging visitors to support local communities, buy local produce, crafts and food. • Governments restricting the involvement of foreign-owned companies and not encouraging the development of all-inclusive resorts. • Encouraging more overnight stays and longer breaks. <p>Allow one mark for each relevant method and a further mark for development.</p>	4
2 (d)	<p>Reference may be made to:</p> <ul style="list-style-type: none"> • Visitors seeking adventure and authentic experiences. • May be difficult for overseas tourists to access. • Transport links are likely to be underdeveloped. • Basic tourism infrastructure exists. • Local people have limited access to healthcare and education. • Local communities follow traditional lifestyles. • Low volume of visitors. <p>Allow up to three marks for relevant points plus one further for development.</p>	4

Question 3

Question number	Answer	Marks
3 (a)	<p>Reference could be made to:</p> <ul style="list-style-type: none"> • Mid-way between the UK, Norway (fjords) and Iceland. • Possible port-of-call to avoid being too long at sea. • Dramatic scenery. • Unique culture. <p>Award one mark for each valid point up to a maximum of two.</p>	2
3 (b)	Sea cliffs, hills/mountains, waterfalls, sea birds and other wildlife.	2
3 (c)	Stage 2 = <i>involvement</i> . Stage 3 = <i>development</i> .	2
3 (d)	January 2014 = 4,000 (allow 5,000). May 2019 = 20,000.	2
3 (e)	Greater connectivity will allow tourists to move between the islands and see more of the destination, using public or private transport. More flights from Europe and the UK will open up the destination, as will more ferry routes. Improvements to roads, footpaths and cycleways will make it easier for tourists to explore the islands.	4
3 (f)	<p>References could be made to:</p> <ul style="list-style-type: none"> • Maximising the economic benefits of tourism. • Attracting foreign currency. • Diversifying the economy. • Raising funding to provide better healthcare, education and other social benefits. • Creating employment opportunities. • Attracting funding from foreign investors. • Creating a positive image globally. <p>Better answers should refer to three or more strategies.</p> <p>This answer could be levels marked, using guidance from the current Pearson published mark scheme.</p>	6

Section C

Exercises and activities

This section consists of 3 questions based around a scenario relating to different destinations. Each scenario is marked out of 20.

Answers can be found from page 104 onwards.

Question 1

Study the information in the following panel, plus the images and map on the following page.

DSS Tours

Discover Southern Scandinavia Tours – abbreviated to DSS Tours for marketing purposes – is a new UK-based tour operator offering a range of tailor-made holidays to the countries of Denmark, Sweden, Norway and the Netherlands.

The company can arrange fly-drive and self-drive holidays to a range of destinations using existing ferry routes and flight options. For example, it is possible to take a ferry from Newcastle to Gothenburg in Sweden, explore Southern Sweden, cross to Denmark via the famous Oresund bridge to visit Copenhagen and then travel through the Netherlands, Belgium and France, and take a ferry from Calais back to the UK.

Fly-drive holidays can also be arranged with flights from a number of UK airports to major cities in Scandinavian countries. For example, flying to Oslo in Norway and returning from Stockholm in Sweden travelling by hire car. DSS Tours can arrange flight and ferry tickets, accommodation for all or part of the holiday, as well as tickets for attractions such as Legoland in Denmark and major museums.

Southern Scandinavia is a very safe destination and English is spoken by many of the people who live there. Summer temperatures range from 22 to 25 degrees C and the long summer evenings are a feature of the area.

Gotland

Gotland is the largest Swedish island in the Baltic Sea and is approximately 150km long. The island is connected to the Swedish mainland by three ferry routes. The capital city, Visibly, has a historic centre with cobbled streets and a Medieval wall. The island is a 'summer playground' for Swedish people with a range of accommodation, outdoor activities, cycling trails and sandy beaches available.

From their initial market research, DSS Tours have found that the main summer season in Norway, Sweden and Denmark is in June and July with schools returning in mid-August. Gotland receives most of its visitors during June and July.

DSS Tours is considering forming a partnership with Kristensen Camping which operates three sites on Gotland, offering accommodation in tents and log cabins. Kristensen Camping would like to attract more UK visitors in late August and early September.



1 (a) Discuss the range of *economic* factors which could impact on the success of DSS Tours. (6 marks)

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1 (b) Explain why the formation of partnerships with transport operators will be vital to the success of DSS Tours. (4 marks)

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1 (c) Explain why Kristensen Camping might find it necessary to work with other tourism organisations based on the island of Gotland to attract more UK tourists. (4 marks)

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1 (d) Discuss the ways in which UK tourists who are considering visiting southern Scandinavia for the first time can obtain information about the destination. *(6 marks)*

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(Total for Question 1 = 20 marks)

Question 2

Study the information in the following panel, from *the Banff & Lake Louise Tourism* organisation in Canada, plus the images and map on the following page.

Banff National Park

Banff National Park in Alberta, Canada is famous for its vibrant lakes, majestic mountains and easy access to outdoor adventures of all kinds.

The park spans 6,641 square kilometres (2,564 square miles) of striking mountainous terrain in the vast wilderness of the Canadian Rockies. Canada's first national park and the world's third, it has a rich heritage as one of the world's most awe-inspiring mountain destinations.

The bustling Banff township and village of Lake Louise are uniquely located in the national park. In this 'one of a kind place', there's something for everyone to discover. Whether you come for the spectacular valleys and rugged peaks, the authentic Canadian eats, the vibrant arts and culture scene, or a little bit of everything, there's no shortage of unforgettable ways to immerse yourself in Banff National Park.

Travelling around Banff National Park

Did you know you don't need a vehicle at all to get around Banff National Park?

In the high season, June to September, Banff and Lake Louise Tourism (BLLT) works closely with the Town of Banff, Parks Canada, and our member businesses to encourage the use of public transit or tours to experience Banff National Park. The goal is ultimately to reduce congestion and greenhouse gases while improving the visitor experience.

In the summer, if you are heading to Banff and Lake Louise from Calgary, take advantage of On-It Buses, and leave your car behind. They provide you with the opportunity to sit back, relax, and enjoy your visit to the mountains, while also reducing the number of cars on the road.

Once you are in Banff, Roam Transit is a great option to travel locally, but also further afield to Lake Louise and Canmore. Buses run regularly to the Banff Upper Hot Springs, Banff Gondola and Tunnel Mountain campgrounds.

And Parks Canada offers shuttle services to the must-not-miss Lake Louise and Moraine Lake.

In the winter, SkiBig3 offers free shuttles when you purchase a lift ticket. Shuttles run from Banff and Lake Louise to Banff Sunshine Village, Mt. Norquay, and Lake Louise Ski Resorts.

For tips on transportation within the park, and to stay up to speed with the latest trip planning information, visit the 'Explore The Park' website.



2 (a) Explain why Banff & Lake Louise Tourism wants to encourage the use of sustainable transport in the area. (4 marks)

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2 (b) Discuss how Banff & Lake Louise Tourism could undertake research to find out visitors' views about sustainable transport in the area. (6 marks)

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2 (c) i Identify the dangers which could be faced by tourists visiting the more remote areas of Banff and other national parks in Canada. (3 marks)

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2 (c) ii Suggest some precautions these tourists should take to ensure their safety. (3 marks)

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2 (d) Explain the advantages to destinations such as Banff which have both a winter and summer tourist season. *(4 marks)*

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(Total for Question 2 = 20 marks)

Question 3

Study the information in the following panel about the Spanish city of Seville and the tour operator *Spanish Cities*, plus the images and map on the following page.

Seville

Being the fourth largest city in Spain (688,592 inhabitants), Seville is the third most visited urban tourism destination in the country. More than 2.9 million visitors stayed in hotels and tourist accommodation in 2019 (6.7 million overnight stays). Tourist accommodation facilities in Seville grew by 69% between 2005 and 2019.

Despite some economic challenges, Spain's tourism industry rebounded strongly in 2022. The country saw a remarkable increase in the number of international visitors, rising by 130% from 31.2 million in 2021 to 71.6 million in 2022, showing a strong appetite to travel again after two years of strict travel restrictions resulting from the Covid-19 pandemic.

However, there are a number of challenges facing the Spanish tourism industry, which include:

- *reduced water availability.*
- *biodiversity loss.*
- *reduced landscape quality.*
- *increased natural hazards.*
- *coastal erosion and inundation.*

At the same time, average summer temperatures continue to rise with heatwaves and periods of drought becoming more common.

Spanish Cities

Spanish Cities is a small UK-based tour operator which specialises in city breaks for older UK residents. The company manages hotels in Barcelona and Madrid, offering guided tours and visits to attractions geared to the over 60s with British guides. Spanish Cities employs mainly UK nationals but, post-Brexit, it is far more difficult to recruit UK staff to work in Spain. The company is considering taking over a hotel in Seville to increase its range of products.



3 (a) Outline the needs of customers who enjoy city breaks. (4 marks)

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3 (b) i Explain the difference between a *domestic* and an *outbound* tour operator. (2 marks)

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3 (b) ii Explain the difference between a *specialist* and a *mass-market* tour operator. (2 marks)

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3 (c) Explain why tourist authorities in Spanish coastal resorts may be concerned by ‘*coastal erosion and inundation*’ as mentioned in the extract at the start of this question. (4 marks)

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3 (d) i Outline reasons why the *Spanish Cities* company **should** consider opening a new hotel in Seville. (4 marks)

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3 (d) ii Outline reasons why the *Spanish Cities* company **should not** consider opening a new hotel in Seville. (4 marks)

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(Total for Question 3 = 20 marks)

Section C

Answers

Question 1

Question number	Answer	Marks
1 (a)	<p>Answers may refer to:</p> <ul style="list-style-type: none"> • ‘Recession/boom’ factors, such as high/low inflation, mortgage costs and other factors which affect disposable income and the amount people are willing to spend on travel and holidays. • Levels of employment, which also impacts on disposable income and discretionary spending. • Changing costs of fuel and other costs related to travel, for example airport taxes, surcharges, etc. • Fluctuations in currency exchange rates, which can affect the cost of travel to different destinations. <p>Reward marks for ‘positive’ responses, such as reduced inflation or favourable exchange rates.</p> <p>This answer could be levels marked, using guidance from the current Pearson published mark scheme.</p>	6
1 (b)	<p>DSS Tours will depend on partnerships with transport operators, including ferry companies, airlines and car hire firms in order to provide packages, services and competitive rates for its customers. Interdependencies will develop between organisations with cross-marketing and other benefits.</p> <p>Award one mark for each relevant point and a further mark for appropriate explanation/development.</p>	4
1 (c)	<p>Kristensen Camping only provides accommodation and so will need to work in partnership with organisations from other components of the tourism industry. These may include:</p> <ul style="list-style-type: none"> • Visitor attractions, both physical and purpose-built, which can be found on Gotland. • Guiding services, such as tours of the capital city and more remote parts of the island. • Activity providers, which may include water-based activities, walking and cycling. • Voluntary and public organisations which may manage protected areas. • Restaurants and catering outlets, which could provide meals for customers of Kristensen Camping. <p>Award one mark for each relevant point and a further mark for appropriate explanation/development.</p>	4

<p>1 (d)</p>	<p>A range of media, and their various merits, should be discussed. These include:</p> <ul style="list-style-type: none"> • Printed materials, including guidebooks and travel guides. Examples such as <i>Rough Guides</i> and <i>Lonely Planet</i> could be mentioned. • Websites and apps should be mentioned, but better answers should include references to a range of websites/apps and indicate the type of information they may provide. Examples include: <ul style="list-style-type: none"> - Tourist board websites. - Attractions websites. - Travel provider websites, including timetables. - Review websites. - Accommodation websites. - Weather forecast websites. • References to social media giving more subjective information might also be mentioned. <p>This answer could be levels marked, using guidance from the current Pearson published mark scheme.</p>	<p>6</p>
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Question 2

Question number	Answer	Marks
2 (a)	<p>Answers should develop the points made in the text panel which refer to reducing congestion and greenhouse gases. These may include references to reducing air pollution from private cars and an improvement in air quality which will enhance the overall quality of the environment. Also, a reduction in congestion will enhance the visitor experience. Reference may also be made to the protection of wildlife with less traffic in the area.</p> <p>Award one mark for each relevant point and a further mark for appropriate explanation/development.</p>	4
2 (b)	<p>Answers should refer to both qualitative and quantitative research, identifying which techniques might provide the most relevant information. Segmenting visitors by those travelling to and within the Banff area using different methods of transport, including sustainable transport, might be identified as a sensible approach.</p> <p>Questionnaires and surveys could be undertaken at various entry points and popular locations within the area to obtain visitors' views.</p> <p>Results from those using sustainable public transport as opposed to other methods could be compared.</p> <p>Focus groups could be organised, perhaps amongst tour groups and within accommodation.</p> <p>QR codes and similar technology could be used to obtain a snapshot of views relating to transport.</p> <p>Review sites could be analysed to obtain feedback from customers relating to their travel experiences within the area, as could reviews published in newspapers and travel magazines.</p> <p>This answer could be levels marked, using guidance from the current Pearson published mark scheme.</p>	6
2 (c) i	<p>Answers could refer to:</p> <ul style="list-style-type: none"> • Getting lost or injured in an unfamiliar environment. • Being attacked by wild animals. • Affected by natural disasters, for example earthquakes, landslides, avalanches, etc. • Affected by extreme weather, for example floods, wildfires, etc. 	3

<p>2 (c) ii</p>	<p>Realistic precautions might include:</p> <ul style="list-style-type: none"> • Not travelling alone. • Informing necessary authorities of route/travel plans. • Carrying a mobile phone or other relevant devices. • Carrying sufficient food, water and safety equipment. • Carrying a first aid kit. • Not going into areas which are unfamiliar. <p>Award one mark for each relevant point and a further mark for appropriate explanation/development.</p>	<p>3</p>
<p>2 (d)</p>	<p>Having two seasons (winter and summer) allows local tourism businesses, including accommodation, catering, transport, tourist guides, visitor attractions, etc. to open for longer and potentially become more profitable.</p> <p>The local population has employment opportunities for longer periods of time, increasing the viability of local communities and the economy.</p> <p>More income for the community may lead to greater investment in local infrastructure. The local tourism industry is not dependent on suitable weather conditions, e.g., snowfall, during one season.</p> <p>Award one mark for each relevant point plus another for relevant development or explanation.</p>	<p>4</p>

Question 3

Question number	Answer	Marks
3 (a)	<p>Answers may refer to:</p> <ul style="list-style-type: none"> • Accommodation – which should be fairly central so that it is not necessary to travel in and out of the city. • Attractions – which could be cultural or purpose-built. These include museums, castles, palaces, centres of government, museums, art galleries, etc. • Catering – including a range of restaurants and other places to eat and drink. • Nightlife – clubs, bars and theatres. • Opportunities to explore the city either with a guide or using public transport. • Being safe and aware of any safety/security issues. <p>Award one mark for each relevant point plus another for relevant development or explanation.</p>	4
3 (b) i	<p>A domestic tour operator provides holidays/tours within the country in which it is based, e.g. a York-based company offering guided tours of Yorkshire. An outbound tour operator organises holidays/tours which take place outside of the country in which it is based, e.g. a Bristol-based holiday company offering cycling tours of Brittany in France.</p>	2
3 (b) ii	<p>A specialist tour operator provides tours/holidays to a specific country or perhaps relating to an activity, e.g. diving, wine tours, walking tours, painting, etc. whereas a mass-market tour operator provides standardised package holidays to a wide range of destinations for thousands or even millions of customers.</p>	2
3 (c)	<p>Spain relies heavily on coastal tourism with mass tourist resorts such as Benidorm, Salou and Malaga attracting millions of visitors each year. The major tourist resources for these destinations are their beaches and the sea.</p> <p>Coastal erosion could affect the size and quality of beaches and cause structural problems for buildings located close to the coast. Some areas could be affected by coastal inundation where the sea begins to flood low-lying areas close to the coast, perhaps related to climate change and sea levels rising.</p> <p>Hotels and other tourism businesses could be adversely affected by coastal changes, leading to closure and loss of income and employment.</p> <p>Award one mark for each relevant point plus a further mark for relevant development.</p>	4

<p>3 (d) i</p>	<p>Reasons why a new hotel should be opened in Seville:</p> <ul style="list-style-type: none"> • Seville’s tourism industry is expanding at a faster rate in Spain. • Older customers tend to have more choice than other groups and do not need to travel in the warmest months. • Seville’s location allows visits to coastal areas and offers warmer winter temperatures. • Staffing issues can be overcome by recruiting and training local people who can speak English. 	<p>4</p>
<p>3 (d) ii</p>	<p>Reasons why the new hotel should not be opened in Seville:</p> <ul style="list-style-type: none"> • Customers may not want to travel further than Madrid or Barcelona. • Negative news coverage of heatwaves and droughts may put customers off travelling to Spain. • Seville is not as well-known as Barcelona and Madrid with tourists. • Fewer staff from the UK might deter regular customers. • New regulations regarding travel between the UK and Europe might deter some customers. <p>Award one mark for each valid reason plus a further mark for relevant development/explanation.</p>	<p>4</p>