A Guide to Your Exam.

Exam length 1 Hour

The exam will have a maximum of 50 marks.

The number of marks for each question is shown in brackets e.g. (2), with the total for each question being shown at the end of each question.

Types of Questions

A: Questions where all the answers are given and you have to choose the correct one. **Tip:** Always make sure that you read the instructions carefully. Sometimes you may need to give more than one answer.

B: Questions where you are asked to produce a short answer worth 1 or 2 marks. **Tip:** Look carefully at how the question is set out to see how many points need to be included in your answer.

C: Questions that are worth 3 or 4 marks but are broken up into smaller sections. **Tip:** Look at the total marks and how many sections it is broken up into e.g. if a 4 mark question is split into 2 sections each section will be worth 2 marks.
D: Questions where you are asked to provide a longer answer - these can worth up to 8 marks. Tips: make sure that you read the question in full, and answer all of the parts of the question. It is a good idea to plan your answer so that you do not forget anything. Remember to check your answer once you have finished.

Sunita and Pradeesh are booking a holiday to celebrate their wedding anniversary. They would like to travel to several European capitals over 16 nights. Pradeesh would like to travel out by train but return by air.

5 Evaluate whether Sunita and Pradeesh should book a package holiday or an independent holiday. (8 marks)

To make this type of question easier to answer,

- Underline or highlight in the key words in the question.
- Read the command word carefully, e.g. evaluate means compare and decide which is better.
- Break down the 'Big' question into smaller questions to structure your answer.
  - Reasons why a package holiday (one put together by a tour operator) would be better. X 3
  - Reasons why an independent holiday (one they have put together themselves) would be better x 3
  - A conclusion saying which would be better overall giving reasons for your answer.
- Use the information in your question to support your answer...“they want to visit several different capital cities so it would be easier...”

REMEMBER you will have already learnt the information you need, e.g. this question can be supported by the advantages and disadvantages of Travel Agents and Online travel services.
Hints and Tips

Use the time before the exam - Make sure you have got everything that you will need. Check that your pen works and that you read the instructions on the front of your exam paper. Try to make yourself feel comfortable and relaxed.

Keep an eye on the time - The exam will last one hour and you should be able to see the clock in the exam room so that you know how long you have left to complete the paper. As a rough guide allow 1 minute for every mark on the paper. This means that an 8 mark question should take around 8 minutes.

Read the questions carefully - Make sure you read each question through enough times to make sure that you understand what you are being asked to do. It is easy to misread a question and then write an answer a question which is wrong. Underline key words in the question to help you check what you are being asked to do.

Answer every question - You would be surprised how much you really know. If you are not sure of an answer or you think you do not know it, it is worth a guess, you may be able to pick up some extra marks. One thing is guaranteed if you do not write anything you will get 0 marks.

Plan your answers. - for longer questions it is worth spending one or two minutes to write down key points which you want to include in your answer. If you are being asked to evaluate, you will need to think about the positive (good) and negative (bad) points. Using a plan will make sure you include both in your answer.

Check your answers - Once you have answered all of the questions on the paper you will probably have a few minutes to spare. Use this time to check your answers and fill in any blanks which you have left. You should answer every question on the paper.

Read through longer answers. Read through your longer answers to make sure your answer makes sense, and you have answered the questions fully. See if you can add information to pick up 3 extra marks.

Make sure you have filled in the front of the paper. You need to make sure you have written on your name and candidate number.
UNIT 1: THE UK TRAVEL AND TOURISM SECTOR

Learning aim A: Understand the UK travel and tourism sector and its importance to the UK economy.

Topic A.1 Types of tourism
Know the differences between types of tourism.

- **Domestic tourism**: definition – taking holidays and trips in your own country.
- **Outbound tourism**: definition – travelling to a different country for a visit or holiday.
- **Inbound tourism**: definition – visitors from overseas coming into the country.
Topic A.2 Types of travel

Understand the different types of, and reasons for, travel:

**Leisure travel:** Travelling to relax and enjoy yourself, outside of work hours.
- **Day trips** - visiting an attraction and returning home in one day.
- **Short breaks** - less than 4 nights away from home.
- **Holidays** - a period of rest and pleasure away from work, usually 1 week but could be longer, usually during school holidays.
- **Visiting Friends and Relatives (VFR)** - travel to get together with friends and family.
- **Staycations** - a holiday spent at home or in your hometown doing activities or going on trips that there isn't normally time for because of work.
- **Special Events** - a one-off or repeated event that people travel to specifically attend such as concerts, festivals, football matches.

**Business travel:** (MICE) Travel for work or professional purposes.
- **Meetings** - People travelling to get together with others for a specific purpose e.g. to make decisions.
- **Incentive** - A meeting or event that is given to employees as a reward for work done e.g. they have made the most sales so they are sent on a trip or holiday. Can also be used as an incentive for customers to buy a product e.g. win a holiday competitions.
- **Conference** - A meeting event that involves speakers, discussion, fact-finding, problem solving and consultation.
- **Events** - A place people gather to show off products and services, usually relating to one area. E.g. The Gadget Show Live showing off new technology.
**Specialist travel**: Travel which offers the kind of experience the customer wants.

- **Adventure Tourism** - Travel which takes place in the natural environment, often in exotic locations. It involves physical activity that can include adrenaline sports such as mountain biking, rock climbing, hiking etc.

- **Cultural Heritage Travel** - Travel to places which represent stories of people and events of the past and present. They are historical and educational as the tourist is learning and experiencing different cultures relevant to the place. In the UK, The National Trust looks after historic buildings and gardens, industrial monuments and countryside sites for the preservation of British heritage and the enjoyment of visitors.

- **Health Travel** - Travelling to improve health and well-being. Common examples include spa weekend retreats, yoga or meditation breaks. Health tourism also includes people who travel abroad to have specific treatments carried out (either cosmetic or for a significant health problem) because the country offers cheaper and more advanced facilities.

- **Education** - Travel for educational purposes is usually made through educational establishments like schools, colleges and universities. The purpose of the trip can be specific, such as field trips or data collection or for more general purposes. Individuals also travel for the chance to learn new skills abroad e.g. short language courses or cookery courses.

- **Volunteer Work** - Combining an holiday with an activity aimed at supporting the development of local communities. It often involves working for a charity in a developing country. Activities can include teaching English in schools, wildlife conservation and community development projects. Volunteer travel is becoming increasingly popular, especially among young British students that have the opportunity to travel on their gap year (a year off taken between A-Levels and university).

- **Dark Tourism** - Linked to heritage tourism but is related to places that are connected with death, tragedy and the macabre (horribly gruesome). War graves and cemeteries commemorating WW1, e.g. the Somme battlefield in France, or prison camps of WW2, such as Auschwitz, are major dark tourism destinations.
• **Ecotourism** - Its focus is on providing simple, quality tourist facilities in natural locations. Ecotourism facilities, such as lodges are often built using methods and materials that do not spoil the natural environment or local communities. Ideally, they are locally managed and make use of local products and services.

• **Conservation** - Combining a holiday with an activity aimed at protecting the environment and wildlife. Conservation tourism supports wildlife conservation (protection) programmes and provide learning opportunities about nature, current threats and how to help wild animals and where they live. They use locally owned businesses and guides in communities near wildlife reserves. Like ecotourism, facilities have low impact on the environment and waste is reduced where possible.
Exam Practice

Pass Questions

1. One type of leisure travel is a staycation. Name two other examples of leisure holidays.
   .............................................................................................................................[1]
   .............................................................................................................................[1]

2. One purpose of going on holiday is VFR. What does this stand for?
   .............................................................................................................................[1]

3. The different aspects of business travel are summarised in the acronym MICE.
   a. What does the C stand for in MICE? [1]
      - A. Competition
      - B. Conference
      - C. Contact
      - D. Company
   b. Give two ways a company can use a holiday as an incentive.
      ..................................................................................................................[1]
      ..................................................................................................................[1]

Merit/Distinction Questions

4. There are many types of specialist tourism.
   a. What is dark tourism?
      ..................................................................................................................[1]
   b. One example of dark tourism is visiting the places in London where Jack the Ripper carried out his murders. Give two more examples of dark tourism.
      ..................................................................................................................[1]
      ..................................................................................................................[1]
5. Read through the list of holidays below. Decide which of the categories of specialist holiday they belong to.

<table>
<thead>
<tr>
<th>Adventure Breaks</th>
<th>Culture and Heritage</th>
<th>Health Holidays</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conservation Holidays</td>
<td>Volunteer Traveller</td>
<td>Dark Destinations</td>
</tr>
</tbody>
</table>

- **Teach English in Thailand** for Action for Children
- **Harness the healing powers of thermal springs in Germany**
- **Explore the homes of Shakespeare, Thomas Hardy and Beatrix Potter**
- **Cross-country skiing and the Northern Lights in Norway**
- **Record wildlife in Costa Rica**
- **See where former South African President Nelson Mandela spent 27 years imprisoned in Robben Island Prison Museum**
- **Remember the fallen at Hiroshima Peace Memorial Park, Japan**
- **Mountain biking in the Scottish Highlands**
- **Plant a tree in the New Forests**
- **Top cosmetic surgery procedures in Bangkok Hospital, Phuket**
- **Help provide local health care to rural communities in India**
- **Marvel at the wealth of World Heritage Sites in Italy**
The Big Question

The Brown family (Mr and Mrs Brown and their two daughters aged 8 and 10) are about to decide whether to go on a domestic holiday or an outbound holiday. Evaluate which would be the best holiday for them.

<table>
<thead>
<tr>
<th>Domestic holiday</th>
<th>Outbound holiday</th>
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<tbody>
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# The Big Question - Success Criteria

<table>
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<tr>
<th>Criteria 1</th>
<th>Criteria 2</th>
<th>Criteria 3</th>
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**Topic A.3 Principles of sustainable tourism**

Understand the concept of sustainable tourism, including why this is important and how it can be achieved.

**Definition:** meeting the needs of present tourists and local communities while protecting the natural, historical and cultural environment for the future.

**Principles (What they aim to do):** The main principles of sustainable tourism can be understood in terms of their impact on the economy, environment and communities.

**Sustainable Tourism should:**

<table>
<thead>
<tr>
<th>Environmental Factors (Planet)</th>
<th>Make the best use of natural resources as possible e.g. recycling, using renewable energy.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Protect the environment.</td>
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<tr>
<td></td>
<td>Protect natural heritage and wildlife.</td>
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<tr>
<td></td>
<td>Have very little impact on the surrounding countryside.</td>
</tr>
<tr>
<td>Social/cultural Factors (people)</td>
<td>Be good for the country and the local people.</td>
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<tr>
<td></td>
<td>Help people get together and get on with each other.</td>
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<tr>
<td></td>
<td>Improve the local quality of life i.e. health and well being.</td>
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<tr>
<td>Economic Factors (Money)</td>
<td>Make money for the local people.</td>
</tr>
<tr>
<td></td>
<td>Make jobs for local people.</td>
</tr>
<tr>
<td></td>
<td>Help improve the lives of people who are poor.</td>
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<tr>
<td></td>
<td>Improve the development infrastructure and economic development of a region.</td>
</tr>
</tbody>
</table>

**Benefits:**

- It helps to protect the environment.
- It reduces the amount of energy used, e.g. electricity, petrol.
- It reduces the amount of waste created.
- It creates links with the local community.
- It makes businesses more competitive.
- It improves the image of businesses.
- It saves business money.
The Grand Hotel has often been criticised for not being sustainable enough. How might The Grand Hotel become more sustainable?

How can The Grand Hotel reduce the use of energy?

How can The Grand Hotel reduce waste?

How can The Grand Hotel protect the local culture and history?

How can The Grand Hotel support the economy of the local area?
Exam Questions

Pass Questions

1. Two benefits of sustainable tourism are to reduce energy consumption and reduce waste.
   a. Give one other benefit of sustainable tourism.
      .............................................................................................................................[1]
   b. Give two ways a hotel can reduce its use of energy.
      .............................................................................................................................[1]
      .............................................................................................................................[1]

2. Bob's Bistro is a restaurant in a large holiday park. It has set itself the target of reducing waste and helping the local community.
   a. Give two ways Bob's Bistro could reduce waste.
      .............................................................................................................................[1]
      .............................................................................................................................[1]
   b. One way Bob's Bistro could help the local community is by employing local people. Give one other way it could help the local community.
      .............................................................................................................................[1]

3. Orchard Lodge is a Bed and Breakfast in Cornwall. Here are some of the things it does in an attempt to be sustainable.
   • Uses fair-trade food and drinks, as well as food that is locally produced and sourced
   • It raises pigs for pork and sausages
   • It has installed the latest energy-efficient central heating, windows and insulation
   • It heats its water through the use of rooftop solar panels
   • Uses 100% renewable sources for electricity
   • Offers guests discounts if they arrive on foot, by bike or by public transport
   • Provides a seven-day guide of things to do and getting around without a car.

Use this information to answer the following questions. Remember that you must explain your answers.
   a. How does Orchard Lodge help to support local businesses?
      .............................................................................................................................
b. How does Orchard Lodge help to protect the local environment?


c. How it helps itself to save money?


Merit/Distinction Questions

4. Explain two benefits to businesses of being sustainable. An example is provided for you.

Example

Sentence 1 - Example - *One reason why being sustainable benefits businesses is by helping them to reduce energy.*

Sentence 2 - Explanation - *As a result, they do not spend as much money on energy bills and are able to reinvest this money to improve their business and attract more tourists.*

5. Hardcastle has recently hosted a country music festival which attracted visitors from around the world. This had a big impact on the local economy. Explain two ways that Hardcastle can build on this festival to make tourism in the local area more sustainable.


16
The Big Question

Aaron has recently been promoted to lead on the development of GoMotels sustainability strategy. He has come up with two possible ways of making GoMotel a more sustainable hotel chain:

- Work with customers to reduce waste and energy usage in the hotel.
- Work more closely with the local community to develop a new package of cultural and historical events and tours for tourists.

Evaluate which of these proposals would be best for him to focus on.

<table>
<thead>
<tr>
<th>Reduction of waste and energy consumption</th>
<th>Cultural and historical events and tours</th>
</tr>
</thead>
</table>

On the one hand, Aaron should go with proposal number one. Firstly, reducing waste and energy consumption will make the company greener. This is a benefit as many holidaymakers now look for companies who have a green reputation and book holidays with them even if they are expensive. As a result, GoMotels could gain more tourists and therefore make more profit. Secondly, by using less energy and recycling more GoMotels will save a lot of money on their energy bills. This means they will make more profit. By making more profit they can reinvest more money in the business, upgrading their hotel and facilities, and therefore attracting more customers. This means they might be able to employ more local people to work in the hotel, as they will be busier. Overall, picking this option would allow GoMotels to make more money through improving their reputation and by saving money on energy and waste.
Topic A.4 The importance of the travel and tourism sector to the UK economy

The Travel and Tourism industry is very important to the UK economy.

You will need to be able to look at data and graphs and answer questions on the following:

- **Direct employment**: Jobs that are created by the travel and tourism industry, e.g. Travel Agent, Air Cabin Crew, Hotel Manager. People who are in direct employment will meet or help the tourists as part of their job.

- **Indirect Employment**: Jobs that are created to supply and support travel and tourism organisations, e.g. the baker who supplies bread to a hotel; the builders who make the hotels. They will not meet or help the tourists themselves but will be meeting or helping those who do.

- **Gross Domestic Product (GDP)** - the value of a country’s economy, a measure of all goods and services over a specific time i.e. how much money it makes in a year.

- **Tourist numbers and the value of tourism spend**:
  - **Inbound tourism** - the number of inbound tourists and their associated spend (how much the tourists spend while they are here).
  - **Domestic tourism** - the number of overnight trips and the associated spend (how much the tourists spend while they are there).

- **Economic multiplier effect**: - direct spending by tourists, circulated throughout the economy on indirect products and services. When tourists spend money, this provides income to the company or people it is spent with. These companies then spend it on other goods and services, e.g. you go to a hotel, and you pay for your room and food. The hotel then uses its money to buy more food supplies, to pay for sheets to be washed, maintenance of the hotel and business services like accountancy (someone to keep a track of their money for them). The staff will also be paid. They will then spend money.

- **The Multiplier Effect also applies to jobs**, because of the money made by those in **Direct Employment**, it makes jobs for people in **Indirect Employment**, this is as a result of the Multiplier Effect.

Key Words

**GDP/Gross Domestic Product** - the value of the country's economy.

**Infrastructure** - refers to the basic permanent facilities, utilities and services needed for modern society to function, e.g. roads, buildings, water supplies etc.
- **Infrastructure development** - when a country gets more tourists they need more facilities. As the country makes money from tourism they will improve things like the transport network, water supplies, waste disposal, health facilities, leisure facilities; if tourism numbers go down the country will not have as much money to spend on these things.

<table>
<thead>
<tr>
<th>Infrastructure</th>
<th>Good for tourists...</th>
<th>Good for residents...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transport networks</td>
<td>Easy access points and convenience for travelling to attractions around destination</td>
<td>Improved daily commute to work, reliable and safe services</td>
</tr>
<tr>
<td>Water supplies</td>
<td>Able to take showers at any time of day</td>
<td>No water shortages and safe drinking water supplies</td>
</tr>
<tr>
<td>Energy supplies</td>
<td>Energy supplies are constant throughout the day, activities and entertainment</td>
<td>Reliable energy enables businesses to operate more efficiently</td>
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<td></td>
<td>unrestricted</td>
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<tr>
<td>Recreational sites</td>
<td>Add to the appeal of the destination, more choice of activities</td>
<td>Encourage residents to participate in leisure and recreational activities and improve their well-being</td>
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<tr>
<td>Health facilities</td>
<td>Confidence in receiving good medical support if a visitor needs attention while on holiday</td>
<td>High-quality facilities and professionals improve physical health of community</td>
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<tr>
<td>Waste disposal</td>
<td>Clean environments appeal to visitors</td>
<td>A cleaner environment reduces opportunity for vermin and diseases to spread and contributes to residents’ well-being</td>
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<tr>
<td>Communication systems</td>
<td>Visitors can make plans and contact relatives/colleagues, etc. outside the destination or people within the destination easily</td>
<td>Residents can communicate freely and efficiently for social and business purposes</td>
</tr>
<tr>
<td>Public amenities</td>
<td>The destination is more attractive for visitors and provides greater comfort and</td>
<td>Society becomes more functional and greater convenience created for residents’ daily lives</td>
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<td></td>
<td>convenience during stay</td>
<td></td>
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Exam Questions

Pass Questions

1. There are two types of employment affected by the travel and tourism industry – direct and indirect.
   a. What is direct employment?
   ...............................................................................................................................................[1]
   b. Give an example of direct employment.
   ...............................................................................................................................................[1]
   c. What is indirect employment?
   ...............................................................................................................................................[1]
   d. Give an example of indirect employment.
   ...............................................................................................................................................[1]

2. Tourism contributes a significant amount to a country’s Gross Domestic Product. What is the Gross Domestic Product?
   ...............................................................................................................................................[1]

3. Give two ways increased tourism can help to improve an area’s infrastructure?
   ...............................................................................................................................................[1]

4. Study the information in the table below and answer the questions that follow:

   ![Domestic Tourism in Great Britain and England: 2010 – 2014 Trips and Expenditure](source)

   a. Identify the expenditure on domestic trips in Great Britain in 2011.
   ...............................................................................................................................................[1]
b. Identify the year that England had the lowest amount of expenditure on domestic trips.

☐ A. 2010
☐ B. 2011
☐ C. 2012
☐ D. 2013

c. Identify the year in which the most domestic trips were taken in Great Britain.

☐ A. 2011
☐ B. 2012
☐ C. 2013
☐ D. 2014

**Merit/Distinction Questions**

5. Plans have been submitted for a new hotel to open in the city centre of Nottingham. Explain two ways that this could have a positive impact on the local economy.

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......................................................................................................................[2]
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6. The opening of the new hotel is estimated to increase the number of tourists to the city centre by around 3,000 per month. Explain two negative impacts this could have on Nottingham's infrastructure.

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......................................................................................................................[2]
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......................................................................................................................[2]
......................................................................................................................
......................................................................................................................[2]
......................................................................................................................
......................................................................................................................[2]
7. Study the table below. It relates to a music festival. Use the data to explain one advantage and one disadvantage of the BigSoundUK festival on the local economy.

<table>
<thead>
<tr>
<th>BigSoundUK data 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total number of packages sold</td>
</tr>
<tr>
<td>Total number of day tickets sold</td>
</tr>
<tr>
<td>Three-day package price</td>
</tr>
<tr>
<td>Ticket price per day</td>
</tr>
<tr>
<td>Total visitor spend on local accommodation</td>
</tr>
<tr>
<td>Average spend per person on-site</td>
</tr>
<tr>
<td>Average spend per person off-site</td>
</tr>
<tr>
<td>Donations to local charities</td>
</tr>
<tr>
<td>Clean-up cost</td>
</tr>
</tbody>
</table>

**Advantage:**

..........................................................................................................................................................................................................................................................................................................................[2]

**Disadvantage:**

..........................................................................................................................................................................................................................................................................................................................[2]
The Big Question

The 2012 London Olympic and Paralympic Games (the Games) was a major event. One of the aims of hosting the event was that it would make a significant contribution to the UK economy.

<table>
<thead>
<tr>
<th>2012 London Olympic and Paralympic Games data</th>
</tr>
</thead>
<tbody>
<tr>
<td>31 million overseas visitors came to Britain, this was 4% up on 2010</td>
</tr>
<tr>
<td>UK residents took fewer trips abroad in 2012</td>
</tr>
<tr>
<td>Domestic visits to London increased by 9.5%</td>
</tr>
<tr>
<td>£730 million was spent in the UK by tourists visiting the Games, of which around 80% was spent in London</td>
</tr>
<tr>
<td>Some tourist attractions saw a 50% fall in visitor numbers while the Games were on</td>
</tr>
<tr>
<td>£6.5 billion was invested in upgrading the transport infrastructure. During the Games people working in London were discouraged from using the transport system</td>
</tr>
<tr>
<td>More than 46,000 people worked on the Olympic Park and Olympic Village, 10% of whom were previously unemployed</td>
</tr>
<tr>
<td>Overall, it is estimated that hosting the Games cost the UK an estimated £9 billion</td>
</tr>
<tr>
<td>By the end of the Games, £14 billion in new business deals had been announced</td>
</tr>
</tbody>
</table>

Evaluate the importance of the 2012 London Olympic and Paralympic Games to the UK economy.

<table>
<thead>
<tr>
<th>Positive impact on the UK economy</th>
<th>Negative impact on the UK economy</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tbody>
</table>
Evaluate the importance of the 2012 London Olympic and Paralympic Games to the UK economy.

Some skills development is needed. Some learners rewrote in their own words with little understanding. In 2012, there were 31 million visitors that travelled to the UK. However, when the games were held, some of London's tourist attractions saw a decrease in visitor numbers.

Here is a typical response awarded 3 marks:

<table>
<thead>
<tr>
<th>Level</th>
<th>Descriptor</th>
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<tbody>
<tr>
<td>0</td>
<td>0 marks</td>
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<tr>
<td>1</td>
<td>1-3 marks</td>
</tr>
<tr>
<td>2</td>
<td>4-6 marks</td>
</tr>
<tr>
<td>3</td>
<td>7-8 marks</td>
</tr>
</tbody>
</table>
Learning aim B: Know about the industries, and key organisations, within the travel and tourism sector, their roles and interrelationships

Topic B.1 Industries in the travel and tourism sector

There are many different industries in the Travel and Tourism sector that are helped by working with each other.

Tour operators:

Companies that organise package holidays. They work with hotels, airlines and other transport companies and produce brochures advertising the holidays they have put together. They sell these holidays through travel agents or directly to customers, online or by telephone. There are different types of tour operators:

- **Domestic Tour Operators**, these companies put together UK holidays for people living in the UK, e.g. Shearings, Haven Holidays.
- **Outbound Tour Operators**, these companies put together holidays for UK residents wanting to go on holiday overseas, e.g. Tui Holidays, Thomas Cook.
- **Inbound Tour Operators**, these companies provide for overseas tourists who want to travel to the UK, e.g. Pathfinders, GTI Travel.

They all provide package holidays: these include accommodation, travel and transfers, but sometimes also include excursions and other services.
Travel agents

These are people who provide expert advice, arrange and book trips, excursions and package holidays or individual components to book holidays for customers on behalf of tour operators and advise customers on the type of and availability of holidays.

There are 3 main types of travel agents;

- **Multiples** - companies with a number of branches/shops throughout the country, e.g. Tui Holidays and Thomas Cook.

- **Independents** - Small privately owned business with fewer than 5 outlets or shops, e.g. Giles Travel.

- **Online** - Companies that only operate on the internet, e.g. Expedia and Travelocity.

What Travel Agents do

They provide - information; foreign exchange (swapping British money for Foreign Money); sales and booking services for package holidays, accommodation, flights, transfers and ground transport, excursions, tickets, insurance, ancillary services.

<table>
<thead>
<tr>
<th>Advantages of booking with a Travel Agent</th>
<th>Disadvantages of booking with a Travel Agent</th>
</tr>
</thead>
<tbody>
<tr>
<td>- You can buy everything you need for your holiday in one place in a high street shop.</td>
<td>- It can be more expensive if you just want to book a flight as there is a service fee included.</td>
</tr>
<tr>
<td>- You speak to someone face to face, who help you to find the best deal.</td>
<td>- Choices may be limited for excursions, return tickets or hotels the agent has chosen</td>
</tr>
<tr>
<td>- You speak to someone who knows where the best places are, what the best products are and can give you expert advice.</td>
<td>- Cost - often excursions offered by agencies are more expensive than at the destination.</td>
</tr>
<tr>
<td>- You know you can complain and get money back if something goes wrong</td>
<td>- Some tour operators offer incentives for agents to meet targets; as a result, customers may be sold things they do not need.</td>
</tr>
</tbody>
</table>

Online Travel Services.

Some travel agencies now operate only on the internet to save costs of running a high street shop. These allow customers to access information about airlines, hotels, car-rental companies,
cruise lines and last-minute travel packages. Customers can then make their own bookings online.

<table>
<thead>
<tr>
<th>Advantages of Online Travel Services</th>
<th>Disadvantages of Online Travel Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Easy for the customer to book their holiday when they want.</td>
<td>• No expert help, no one to talk to for advice.</td>
</tr>
<tr>
<td>• Customers can compare products and costs of services of lots of holiday providers.</td>
<td>• Limited choice of itinerary.</td>
</tr>
<tr>
<td>• Easy to make up the holiday that matches your own needs.</td>
<td>• Lack of security online can lead to credit card theft or identity theft.</td>
</tr>
<tr>
<td>• You find out instantly what is available, making it easy to get last minute deals.</td>
<td>• Customer has to sort out their own problems if something goes wrong.</td>
</tr>
<tr>
<td></td>
<td>• It is easy to miss things when you book yourself e.g. transport to and from the airport, insurance etc.</td>
</tr>
</tbody>
</table>
Pass Questions

1. A package holiday combines several features of a holiday. One feature is accommodation. Give one other component of a package holiday.

..........................................................................................................................................................................[1]

2. Book a Holiday has around 150 branches in the UK. What is this type of travel agent known as?

..........................................................................................................................................................................[1]

3. Give two advantages and one disadvantage of using an online travel agent to book your holiday.

Advantage: ............................................................................................................................................................
..........................................................................................................................................................................[1]

Disadvantage: ...........................................................................................................................................................
..........................................................................................................................................................................[1]

Merit/Distinction

4. Explain two advantages of using a travel agent to book your holiday.

..........................................................................................................................................................................[2]
..........................................................................................................................................................................[2]

5. Explain two advantages of using an online travel agent to book your holiday.

..........................................................................................................................................................................[2]
..........................................................................................................................................................................[2]
The Big Question

Jimmy and Sally are a retired couple looking to enjoy their first holiday abroad. They are very excited, and would like to see lots of new places in different parts of Europe, but have never travelled before.

Evaluate whether Jimmy and Sally should book a package holiday or an independent holiday.

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<tr>
<th>Package holiday</th>
<th>Independent holiday</th>
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</table>
Passenger transport:

Role
To take people from one place to where they want to travel. To ensure that journeys are safe and passenger transport is safe.

Types
Road – Most domestic tourism takes place using road transport. People taking day trips usually go by car. Coach Holiday companies also plan their holidays using major road routes. Holidaymakers can book the coach to travel from home to their destination (where they want to go).

<table>
<thead>
<tr>
<th>Advantage of Road Travel</th>
<th>Disadvantages of Road Travel</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Cars can stop whenever they want.</td>
<td>• Fuel is expensive.</td>
</tr>
<tr>
<td>• They can take more luggage.</td>
<td>• There is a lot of traffic which slows you down.</td>
</tr>
<tr>
<td>• There are not many toll roads (ones you</td>
<td>• It is hard for inbound tourists who have to get used to driving on the opposite side of the</td>
</tr>
<tr>
<td>have to pay to travel on) in the UK.</td>
<td>road.</td>
</tr>
<tr>
<td>• You can listen to your own music - as</td>
<td>• You have to concentrate to avoid accidents, (there are more road accidents than other forms</td>
</tr>
<tr>
<td>loud as you want!</td>
<td>of travel). This is tiring for the driver.</td>
</tr>
<tr>
<td>• These days navigation is easy if you</td>
<td></td>
</tr>
<tr>
<td>have a satnav device.</td>
<td></td>
</tr>
</tbody>
</table>

Rail – Travelling by rail is a popular form of transport for both long and short journeys. Train stations are found in central locations that link regional (one area), national (the whole country) and international (across different countries) rail networks. Popular routes are usually between major cities and will run often, and most at high speeds.

<table>
<thead>
<tr>
<th>Advantages of Rail Travel</th>
<th>Disadvantages Of Rail Travel</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Very comfortable (especially first</td>
<td>• It is expensive.</td>
</tr>
<tr>
<td>class).</td>
<td>• Prices can be very confusing.</td>
</tr>
<tr>
<td>• You can get almost everywhere by</td>
<td>• Changes can be difficult for foreign travellers.</td>
</tr>
<tr>
<td>rail.</td>
<td>• Sometimes you have to change train a few times to get to where you want to go. This can</td>
</tr>
<tr>
<td>• You can sleep, read and work while</td>
<td>be difficult with a lot of luggage or children.</td>
</tr>
<tr>
<td>travelling.</td>
<td>• Can be very busy and noisy.</td>
</tr>
<tr>
<td>• There is a very good safety record.</td>
<td></td>
</tr>
<tr>
<td>• You can buy food and drink, there is</td>
<td>• Trains can be cancelled and delayed.</td>
</tr>
<tr>
<td>a toilet and some have a restaurant.</td>
<td></td>
</tr>
<tr>
<td>• Most now have charging facilities and</td>
<td></td>
</tr>
<tr>
<td>WiFi.</td>
<td></td>
</tr>
</tbody>
</table>
Air - This is the fastest way to travel long distances and is provided by lots of different airlines. Some offer domestic routes (inside the country) and most offer international routes (to different countries).

- **Scheduled Airlines** - these are also known as full serviced airlines. This means that the price of the ticket includes a baggage allowance, food, drinks and entertainment on board e.g. Virgin, British Airways.
- **Low-Cost scheduled airlines** - the ticket price is low but extra fees are charged for each service, for items such as pre booked seats, luggage allowance, food and drinks and priority boarding, e.g. Easy Jet and Ryanair.
- **Charter Airlines** - these flights are only there for holiday schedules and therefore do not run all through the year or as often.

<table>
<thead>
<tr>
<th>Advantage of Air Travel</th>
<th>Disadvantages of Air Travel</th>
</tr>
</thead>
<tbody>
<tr>
<td>Comfortable - especially in first class.</td>
<td>Very expensive - especially first class.</td>
</tr>
<tr>
<td>Allows you to travel much further around the world.</td>
<td>Fairly cramped seating in economy.</td>
</tr>
<tr>
<td>Can eat, sleep, read, walk about on the journey. You can also buy snacks, drinks and meals on board.</td>
<td>Flights can be delayed due to weather.</td>
</tr>
<tr>
<td>High safety record.</td>
<td>You have to check in 2 hours before hand making it quite time consuming.</td>
</tr>
</tbody>
</table>

Sea - Travel by ferry is an important form of transport; around one in seven visits to the UK are made by ferry. The main routes to the UK run from the south coast ports to France, The Netherlands and Spain; west coast ports to the Republic of Ireland and Northern Ireland and east coast ports to Scandinavia. Passengers can travel by foot but normally they arrive by car or coach. Due to airlines improving, ferry companies have had to improve the quality of products and services they provide. Most offer a range of food, entertainment, accommodation for journeys over 2 hours and shopping facilities.

<table>
<thead>
<tr>
<th>Advantage of Sea Travel</th>
<th>Disadvantages of Sea Travel</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very comfortable and you can book bedrooms on some ferries.</td>
<td>Very slow to reach destination.</td>
</tr>
<tr>
<td>Lots of fun things to do - casinos, swimming pools, cinemas.</td>
<td>You can suffer from sea sickness.</td>
</tr>
<tr>
<td>Can sleep, eat, rest and walk about on the journey. You can also buy snacks, drinks and meals on board.</td>
<td>They can be delayed due to bad weather.</td>
</tr>
<tr>
<td>Fairly safe, although they do sink so many people can be killed.</td>
<td></td>
</tr>
</tbody>
</table>
# Types of Transport

<table>
<thead>
<tr>
<th>Transport</th>
<th>Definition</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regional transport (specific regions in a country)</td>
<td>Local transport that covers large areas or specific regions in the country. Tourists may use regional transport to get around their destination and to visit other local attractions in the region.</td>
<td>Metrolink</td>
</tr>
<tr>
<td></td>
<td></td>
<td>First Buses</td>
</tr>
<tr>
<td>National Transport</td>
<td>Transport that can get someone from one part of the country to another. National transport networks are often used for domestic tourism and business tourism.</td>
<td>National Express Coaches</td>
</tr>
<tr>
<td></td>
<td></td>
<td>National Rail Network</td>
</tr>
<tr>
<td>Global / International transport</td>
<td>Transport networks that travel outside country borders to connect to international destinations.</td>
<td>Virgin Atlantic</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Eurostar</td>
</tr>
</tbody>
</table>
Exam Questions

Pass Questions

1. Coaches and cars are two types of road transport. Give one other type of road transport.
.......................................................................................................................................[1]

2. BigFly sells flights all over the world. Your baggage allowance, food, drinks and on-board entertainment are all included in the ticket. What type of airline is Big Fly?
.......................................................................................................................................[1]

3. What is the main role of passenger transport?
.......................................................................................................................................[1]

Merit/Distinction Questions

4. You are planning a holiday for a family in London. Explain one reason why you would travel by train.
...............................................................................................................................................[2]

5. You are planning a business trip for an individual from London to Edinburgh. Which type of transport would you recommend? Explain two reasons why you would recommend this type of transport. (4)
...............................................................................................................................................[2]

6. Explain two advantages of road transport.
...............................................................................................................................................[2]
7. Explain two disadvantages of air transport.
The Big Question

The Smith family (Mr and Mrs Smith and their two teenage sons) want to take family trip to Paris. They have three travel options:

- Direct flight from East Midlands Airport to Paris Charles de Gaulle.
- Eurostar from London St Pancras to Gare du Nord.
- Overnight ferry from Dover to Calais and then onward coach to Paris city centre.

Evaluate which of these options would be the best for the Smiths.

<table>
<thead>
<tr>
<th>Direct Flight</th>
<th>Eurostar</th>
<th>Ferry and coach</th>
</tr>
</thead>
<tbody>
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</table>
Accommodation:

<table>
<thead>
<tr>
<th>Accommodation sectors</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Serviced Accommodation</strong></td>
<td>Accommodation with facilities and services that can be included in the price of a room e.g. housekeeping, meals, concierge, room service, gym and entertainment.</td>
</tr>
<tr>
<td><strong>Non-serviced Accommodation (room only)</strong></td>
<td>The product is accommodation only e.g. bed. Additional facilities may be available like tea and coffee making.</td>
</tr>
<tr>
<td><strong>Self-Catering Accommodation</strong></td>
<td>Accommodation which includes a kitchen so you can cook for yourself.</td>
</tr>
</tbody>
</table>

Types of Serviced Accommodation

- **Hotels** - Provide private services for guests. They can be large and small and go from a small budget to a large budget. Many have a 1-5 star rating (1=low budget 5=Luxury) so the tourist has an idea on the quality of the hotel. The majority serve breakfast and dinner, and they usually have an alcohol licence. Normally people stay in hotels for short, irregular amounts of time.

- **Motels** - They are specifically set up close to a major road or city centre for convenience of motorists. Payment for the hotel may not be required until check-in. Meals are provided by a separate restaurant facility.

- **Guest Houses/Bed and Breakfast** - These are small private businesses often run by families usually in a private house. Stays can vary from one night to a few days. Sometimes business people will use them for longer/regular stays. The range of services is limited; breakfast is available however other meals may not be provided.

Types of Non Serviced Accommodation

- **Self-Catering Accommodation** - These include apartments (a flat that you hire), Villas/Cottages (a house that you hire) and chalets (a small house type building you hire). These all include bedrooms, a kitchen and a living room area. They will also have a bathroom. They are hired or let out for a week at a time. They can be rented from an agency or directly from the owner. You would pay one price for the week no matter how many people are staying. You would do your own cooking.

- **Youth Hostels** - These are cheap to stay in. You can sleep in dormitory style accommodation (a large room for males or females with rows of beds), in a shared room or in a private room. Some have cooking facilities. These are aimed at young people and people who want to go on holiday by walking from place to place with all their things in a rucksack (backpackers). People usually only stay for 1 or 2 nights.
• **Camping and Caravan Sites** – provide pitches (an area of ground) for visitors to bring their own tents or caravans. Some have caravans that are there all the time and people hire them for their holidays. You can pay for water and electricity to hook up to your caravan. They will have a bathroom and toilet block that you can use. Some have shops and entertainment on site.

• **Holiday Parks** – you can hire self-catering accommodation. It is usually basic with a kitchen, bedrooms, living area and a bathroom. Many will have on site entertainment or sports facilities, shops and activities for families. Some are in the countryside; others are based by the coast.
Exam Questions

Pass Questions
1. Hotels and campsites are two types of accommodation. Give two more types of accommodation.
....................................................................................................................................................[1]
....................................................................................................................................................[1]
2. Name two services provided by a hotel.
....................................................................................................................................................[1]
....................................................................................................................................................[1]
3. A caravan is a type of non-serviced accommodation.
   a. What is non-serviced accommodation?
....................................................................................................................................................[1]
   b. Give one other example of non-serviced accommodation.
....................................................................................................................................................[1]

Merit/Distinction Questions
4. A group of friends is going on holiday to Skegness. Explain two reasons why staying in a caravan would be a good idea for their accommodation.
....................................................................................................................................................[2]
....................................................................................................................................................[2]
....................................................................................................................................................[2]
....................................................................................................................................................[2]
5. Explain two disadvantages of staying in an all-inclusive hotel.
....................................................................................................................................................[2]
....................................................................................................................................................[2]
....................................................................................................................................................[2]
The Big Question

Karen and Phil have decided to go on a round the world trip for their honeymoon. They cannot decide whether to stay in a youth hostel or budget hotels. Evaluate which type of accommodation would be the best for them to stay in.

<table>
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<tr>
<th>Youth Hostel</th>
<th>Budget hotel</th>
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[8]
## Visitor Attractions:

<table>
<thead>
<tr>
<th>Type of attractions</th>
<th>Definition</th>
<th>Example 1</th>
<th>Example 2</th>
<th>Example 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Natural attraction</td>
<td>A natural feature of the environment that is interesting to tourists. Some natural areas have been built to help protect the environment.</td>
<td>Peak District National Park</td>
<td>Dorset coast</td>
<td>Sherwood Forest</td>
</tr>
<tr>
<td>Purpose built attraction</td>
<td>A man-made attraction that has been built to attract tourists.</td>
<td>London Eye</td>
<td>Alton Towers</td>
<td>Twycross zoo</td>
</tr>
<tr>
<td>Heritage attractions</td>
<td>Attractions associated with history and/or culture. These can include: 1. Historic buildings or historic coastlines that were NOT built for tourists in the past however, they do attract tourists due to their history. 2. Places that contain pieces of history. E.g. museum. Heritage tourism may also help protect traditions and historic features.</td>
<td>Windsor Castle</td>
<td>Lincoln Cathedral</td>
<td>Stonehenge</td>
</tr>
</tbody>
</table>
Purpose of Visitor Attractions:

- **Entertainment** - many purpose built visitor attractions are designed to give people a fun experience.
- **Education** - some purpose built visitor attractions are there to educate people about the past, present or future.
- **Leisure and recreation** - the natural environment creates a place for outdoor activities e.g. climbing. Some leisure places are built for relaxation or healthy activities e.g. spa.
- **Conservation** - these are attractions designed to protect the natural environment. They can also provide education and enjoyment.

Visitor Attractions provide a range of products and/or services. These fall into two categories:

- **Primary products** - the main reason you go to a visitor attractions, e.g. rides at a theme park.
- **Secondary products** - these include information and interpretation for people who cannot speak English, rides, exhibits, events, tours and guides, educational talks, hospitality and catering and souvenirs.
Arts and Entertainment:

Special Events - These are non-permanent attractions that interest both tourists and local residents. They happen periodically. This could be every year, or every few years. Some of these happen in the same place each time, e.g. the Robin Hood Pageant, whereas others change place each time, e.g. The Olympics. They include:

- **Mega Events** - these attract people from all over the world. They are attended by large numbers. They get international television and newspaper coverage e.g. The Olympic Games and FIFA World Cup.

- **Hallmark events** - These are events that are linked to the character and culture of the country, e.g. The Chelsea Flower Show.

- **Major Events** - These attract large numbers and TV and newspaper coverage, e.g. Formula One Grand Prix.

- **Local Community Events** - These are aimed at local people for their social, fun and entertainment value. They are supported by local councils to encourage people to take part in sports and arts activities, and for cultural tolerance and diversity, e.g. Notting Hill Carnival.

Festivals - These are 'special events', as they are short term and occur once a year. Festivals celebrate a wide range of interests or activities, including music, literature, arts and crafts, food, comedy or film. Festivals will usually have entertainment activities alongside the main event, and a variety of products and services. These include:

- Markets
- Food and drink stalls/rides
- Shopping
- Crafts
- Maps and programmes
- Toilets
- Health and hygiene facilities
- Security
- Stewards.

Theatre - A theatre is a building with a stage where people pay for tickets to be entertained. Many towns have theatres offering a variety of entertainment these include:

- Drama
- Comedy
- Plays
- Musicals
- Opera
- Ballet
Tickets can be very different in price depending on which theatre it is, where you are sat and which show it is. Top shows need booking many months in advance. Some of the London shows attract inbound tourists from other countries.
Pass Questions
1. Below is an image of a visitor attraction:

![Visitor attraction image]

a. What type of visitor attraction is this an example of?
   - [ ] A. Natural
   - [ ] B. Man-made
   - [ ] C. Theme Park
   - [ ] D. Heritage

b. One secondary product provided by this type of visitor attraction is disabled parking spaces. Give two other secondary services provided by this type of visitor attraction.

   .............................................................................................................................[1]
   .............................................................................................................................[1]

c. What is the main purpose of this type of visitor attraction?

   .............................................................................................................................[1]

Merit/Distinction Questions
2. London City Council is currently planning to build a new museum called All About Dahl, a museum dedicated to the author Roald Dahl.

   a. Its main aim is to educate the public about Roald Dahl’s life. Explain two ways that it can do this.

   .............................................................................................................................
b. The Council want to ensure that this museum attracts teenage visitors. Explain two features it could add to make sure that it does this.

c. The museum wants to make sure that the opening week gets as many local visitors as possible. Explain two things it could do to attract as many local visitors as it can.
Tourism Development and Promotion:

A number of local, regional and national organisations have responsibility for tourism development and promotion. These include:

- Tourist/visitor information centres;
- Local government departments;
- Regional tourist boards;
- National tourist agencies.

Government Department Responsible For Tourism –
This is the Department for Culture, Media and Sport (DCMS). It is their role to:

- Decide on policy for tourism;
- Promote growth in tourism;
- Encourage domestic tourism and the money it makes.

The DCMS also funds the British Tourist authority (VisitBritain) to promote the UK overseas and supports England’s Tourist board (VisitEngland).

National Tourism Agencies – These market tourist companies and destinations for a whole country. They provide information on tourist destinations and products, both at home and abroad. It is their role to encourage inbound tourists to visit the country, by promoting the country’s identity, tourist attractions and natural features. Their role is to also promote special events and to give advice to local tourist boards. Examples include VisitEngland, VisitWales, VisitScotland and the Northern Ireland Tourist Board.

Regional Tourist Boards –
These promote tourism in a specific region or area. Their websites either provide information directly or link visitors to destination websites that give information on visitor attractions, special events, advice and guidance, as well as booking services for accommodation.

Regional tourist boards include:

- East of England Tourist Board;
- North West Tourist Board;
- London Tourist Board;
- South West Tourist Board.

Tourism and Visitor Information Centres – These can be found in most towns and cities and are linked to tourist attractions. Their role is to provide information for tourists in the local area. They will also give advice to the local tourism businesses and promote local events. Many of them also have websites like VisitManchester and Visit Oldham.
The Big Question
VisitEngland is the national tourism agency for England. The agency has limited funds to develop and promote tourism in the country.

The table shows some data about tourism in England.

<table>
<thead>
<tr>
<th></th>
<th>Domestic</th>
<th>Inbound</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2010</td>
<td>2011</td>
</tr>
<tr>
<td>Number of domestic trips</td>
<td>8.7 million</td>
<td>9.7 million</td>
</tr>
<tr>
<td>Total spend of domestic trips</td>
<td>£1400 million</td>
<td>£1700 million</td>
</tr>
<tr>
<td>Average spend per domestic trip</td>
<td>£161</td>
<td>£175</td>
</tr>
<tr>
<td>Number of inbound trips</td>
<td>869,000</td>
<td>879,000</td>
</tr>
<tr>
<td>Total spend of inbound trips</td>
<td>£325 million</td>
<td>£328 million</td>
</tr>
<tr>
<td>Average spend per inbound trip</td>
<td>£374</td>
<td>£373</td>
</tr>
</tbody>
</table>

Using data from the table, evaluate whether VisitEngland should use its funds to develop and promote inbound tourism or domestic tourism.
## Topic B.2 Key organisations in the travel and tourism sector

### Trade and professional bodies:

<table>
<thead>
<tr>
<th>Trade organisation (Letters)</th>
<th>Full name of the trade organisation</th>
<th>What they do.</th>
</tr>
</thead>
</table>
| **CAA**                      | Civil Aviation Authority            | - A government scheme to oversee and regulate airports and airlines.  
- They ensure that health and safety is maintained on airlines and at airports.  
- They also get customers money back if an airline goes bust. This is through the ATOL scheme (see below).  
- They resolve arguments between customers and airlines.  
- They carry out surveys and research to see how well airlines and airports are doing.  
- They advise the government on what it should do to improve air travel. |
| **ATOL**                     | Air Travel Organisers' Licence      | - Financial protection scheme.  
- Run by CAA.  
- Ensures that travellers do not lose their money or become stranded abroad if a company goes bust. |
| **ORR**                      | Office of Rail Regulation           | - Regulates health and safety on Britain’s railways including the London Underground.  
- Makes sure customers are treated fairly and gives taxpayers value for money.  
- Makes sure that customers don’t pay too much for their tickets.  
- It carries out research and customer surveys into how well the UK rail service is working.  
- It advises the government on what it should do to improve rail travel. |
| **ABTA**                     | Association of British Travel Agents | - Regulates around 1200 British travel agents.  
- Ensures that customers receive a high standard of service. Creates a Code of Conduct that all of its members have to follow to provide this service.  
- Has a fund to help repatriate stranded holidaymakers.  
- Helps to solve complaints between customers and travel agents. |
<table>
<thead>
<tr>
<th>AITO</th>
<th>Association of Independent Tour Operators</th>
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<tbody>
<tr>
<td></td>
<td>• Represent independent tour operators.</td>
</tr>
<tr>
<td></td>
<td>• They want high levels of customer satisfaction and good quality service.</td>
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<tr>
<td></td>
<td>• Helps to solve complaints between customers and travel agents.</td>
</tr>
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<td></td>
<td>• Makes sure that tour operators offer a good survey by checking customer service through customer surveys.</td>
</tr>
<tr>
<td></td>
<td>• Creates a quality charter that ensures that customers are provided with accurate brochures and information, a wide choice of holidays and experiences, and high quality service from all members.</td>
</tr>
<tr>
<td></td>
<td>• Tour Operators are fined if they fail to follow AITO’s rules.</td>
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</table>

<table>
<thead>
<tr>
<th>N/A</th>
<th>UK Inbound</th>
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<tbody>
<tr>
<td></td>
<td>• Their aim is to encourage inbound tourism by helping members manage a successful business.</td>
</tr>
<tr>
<td></td>
<td>• Holds events where members from different organisations (e.g. tour operators, accommodation providers, visitor attractions) can meet and build inbound tourism packages.</td>
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<tr>
<td></td>
<td>• Keeps businesses up-to-date with what services inbound tourists want to ensure these businesses can be successful.</td>
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</table>
Ancillary organisations:

**Car hire** - Car hire companies allow travellers to rent a car during a holiday. Examples of car hire include: Hertz, Avis and Enterprise.

Car hire services include:
- Online or telephone booking.
- Wide range choice of vehicles.
- Dropping the vehicle off at the airport or collecting from the airport.
- Car insurance included in the price.

**Travel insurance** - Travel insurance is added to holidays to make sure that customers are protected financially if something goes wrong while they are away. For example, it covers you if you have an accident or injury, if you need to cancel your holiday, if theft occurs.

Many tour operators have teamed up with travel insurance providers so the customer can buy insurance at the same time as their holiday, e.g. Easyjet in partnership with Allianz Global Assistance.

**Airport services.** - Airports deal with a large number of travellers every day so need a large number of facilities and services to deal with the amount of passengers. Many travellers arrive to the airport by car and use the long-term airport car park. There may also be transport in the airport. Inside the terminals (areas in the airport) there are café’s, restaurants, bars and retail shops. There are also lounges where passengers can relax before they get a flight. Customers can also exchange their money for different currency in an Exchange Bureau.

**Event booking** - Some organisations specialise in arranging and booking tours at tourist destinations. Tickets for theatre shows and attractions can also be bought as extras to a holiday. They can be bought online, or sometimes a ticket office outlet can be found on the high street in larger towns and cities. An example of an online ticket outlet is Ticketmaster.
Topic B.3 Types of organisation in the travel and tourism sector

Understand the characteristics and main functions of each sector.

- **Private:** Most organisations in the travel and tourism industry are privately owned. This means they are owned by an individual or partners or by a group of people called shareholders. The main function of these companies is to make a profit, which can then be paid out to shareholders or kept by the owner. Profits can be made by selling more holidays, flights or other tourism products and services. Examples include Thompson Holidays, EasyJet, Haven and Hilton. Theme parks, travel agents and tour operators are all privately owned.

- **Public:** Public sector organisations are run by the government. Their primary aim is to not make a profit; instead they exist to provide a wider service to the community by informing, educating and advising the customer.

- **Voluntary:** These organisations are often charities. Some are pressure groups who try to influence government policy and consumer (customer) thinking e.g. Tourism Concern. They do not try to make a profit, any money made is reinvested into the buildings they look after or to fund their cause. They get their money from merchandise (things sold in shops), donations and grants. Some exist to educate the public, to promote a particular cause, educate and inform. Examples include English Heritage and The National Trust.
Topic B.4 The interrelationships between travel and tourism organisations

Understand how organisations in the sector interrelate and the advantages and disadvantages of the following interrelationships:

**Chain of Distribution** - shows how products are supplied to customers in the travel and tourism sector.

![Diagram of the Chain of Distribution]

- **Wholesalers**
  - Tour Operator

- **Retailers**
  - Travel Agent

- **Customers**
  - Tourists

- **Transportation**
- **Accommodation**
- **Support Services**

**Common Ownership** - This is where the same company owns lots of different businesses. There are 2 main types of common ownership:

- **Vertical Integration** - where a business at one point of the chain of distribution purchases or acquires a business at a higher or lower level of the chain of distribution

- **Horizontal Integration** - where businesses at the same level in the chain of distribution merge together or are purchased by another business

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**Vertical Integration**

Thomas Cook provides the transfer, airlines and hotels - it has vertically integrated itself to cover more of the market - thus getting more money!!! It owns lots of businesses doing DIFFERENT things

**Horizontal Integration**

Other Tour Operators Owned by Thomas Cook Group: It owns lots of businesses all doing the SAME thing. This is HORIZONTAL integration.
Commercial Partnerships - These are separate organisations working together on a common venture (one thing). More companies are beginning to do this in the travel industry, e.g. hotel groups working with airlines. The two companies have different owners but work together to sell one product, like a package holiday.

Advantages of Common Ownership and Commercial Partnerships

- Increases sales and money coming in due to more efficient business operations.
- Marketing and promotion (advertising) efforts are doubled, increasing customer and trade recognition (more people know who they are). The cost of this can be cheaper as the costs are shared between the different companies.
- Combined expertise helps companies to provide good customer care.
- Gives them more power over suppliers (because they are buying more, suppliers don’t want to lose them as customers so make their prices cheaper).
- Enables greater economies of scale (when making larger quantities of one thing it costs less to make each one). This happens because they are selling more of the same product.
- Shared resources (things all the business can share) e.g. customer lists and addresses.
- Wider customer base (more customers).

Disadvantages of Common ownership and commercial partnerships:

- Size of operation - it becomes too big to manage properly.
- Less competition means that the customer has less choice.
- Loss of personalised customer care.
- The company ends up monopolising the market (having most of the customers) so it has more control over the whole industry.
- Inflexibility - not easy for them to change products to meet changing customer wants and needs.
- Can lead to large scale redundancies (people losing their jobs) if the company decides to close branches and offices.
Pass Questions

1. Identify one role of the Civil Aviation Authority (CAA). [1]

- A. Retail sales
- B. Encourage visitors
- C. Regulation and protection
- D. Flights and transfers

2. Identify one role of the Association of British Travel Agents (ABTA). [1]

- A. Book holidays
- B. Maximise revenue
- C. Arrange transfers
- D. Represent members

3. A national tourism agency is one type of tourism development and promotion organisation. State one other type of tourism development and promotion organisation.

..............................................................................................................................................[1]

4. The Heritage Trust is a type of organisation in the travel and tourism sector.

(a) Identify this type of organisation. [1]

- A. Public
- B. Private
- C. Voluntary
- D. Government
(b) (i) Identify two main functions of The Heritage Trust. [2]

- A. Educate visitors
- B. Increase market share
- C. Enforce regulation
- D. Promote preservation
- E. Pay shareholders

(ii) One of the characteristics of an organisation such as The Heritage Trust, is that it is funded by membership fees.
Give one other source of funding for this type of organisation.

.........................................................................................................................................................[1]

**Merit/Distinction Questions**

**Hugo is flying from Manchester to Southampton.**
To continue his onward journey he hires a vehicle from car hire company proCar, which is based at Southampton Airport.

A car hire company is an example of an ancillary organisation.

5 (a) Give one other example of an ancillary organisation in the travel and tourism sector.

..................................................................................................................................................................[1]

The relationship between Southampton Airport and proCar is an example of a commercial partnership.

Increased sales and income is one advantage of a commercial partnership.

(b) Explain two ways that this commercial partnership can increase the sales and income for Southampton Airport and proCar.

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XtremeActive is a holiday park offering mountain biking, paintballing and rock climbing. The park offers chalet accommodation, a shop and a café. It attracts a large number of groups looking to participate in outdoor pursuits.

Dream Retreats is a large holiday park offering high-quality luxury breaks. The park attracts a range of visitor types looking for relaxation in scenic surroundings. Dream Retreats has purchased XtremeActive. This is an example of horizontal integration.

Another type of integration is vertical.

(a) Give one example of vertical integration.

..............................................................................................................................................[1]

(b) Explain two ways that the new interrelationship with Dream Retreats could be a disadvantage for XtremeActive.

..............................................................................................................................................
..............................................................................................................................................
..............................................................................................................................................[2]
..............................................................................................................................................
..............................................................................................................................................[2]
The Big Question

TravelUK, the UK’s leading travel agent, is considering buying Charter Travel, a specialist travel agent. Charter Travel focuses on eco-tourism holidays, whereas TravelUK specialises in holidays to major destinations across the world. Evaluate whether it would be a good move to create this horizontal integration.

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<th>Advantages</th>
<th>Disadvantages</th>
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[8]
Learning aim C: Understand the role of consumer technology in the travel and tourism sector

The use of technology is increasing in all areas of our lives and has had a huge impact on travel. You need to understand the applications of technology and the advantages and disadvantages of technology for customers and organisations in the travel and tourism sector for the following:

**Airports (self-service check-in, security)**
Machines for self-service check-in are where passengers can enter their details and print their boarding pass. This means they can go straight to the gate to catch the plane or take their luggage to a bag drop-off point, if they have one. Some airlines also let you check in from home and print your boarding pass there. New x-ray machines and full body scanners and biometric passport scanners (scan the chip of new passports and your eye to confirm who you are) help to keep us safe when using planes.

<table>
<thead>
<tr>
<th>Advantages</th>
<th>Disadvantages</th>
</tr>
</thead>
<tbody>
<tr>
<td>• They save time for the customer.</td>
<td>• Not everyone finds it easy to use technology.</td>
</tr>
<tr>
<td>• It is cheaper because you don’t need as many check in staff.</td>
<td>• Less personal contact with the customers.</td>
</tr>
<tr>
<td></td>
<td>• Have to be 18 to use the new passport scanners.</td>
</tr>
<tr>
<td></td>
<td>• People could lose jobs.</td>
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</table>

**Visitor attractions (multi-media, interpretation, online bookings)**
Technology is used for interpretation (giving the customer the information in a way that they understand it e.g. in a different language, to help them and understand what they are looking at). Multimedia helps customers have a much more exciting experience. In museums people can have a hands-on experience rather than just looking at an object. Interactive technology allows the visitor to make things work, especially in a science museum. Audio guides are very popular. They offer recorded information through an individual head set. Visitors can choose their language and go round the exhibition (show) at their own speed.

If you want to go to an attraction you can make your booking online before you go.

<table>
<thead>
<tr>
<th>Advantages</th>
<th>Disadvantages</th>
</tr>
</thead>
<tbody>
<tr>
<td>• You can book ahead wherever you live.</td>
<td>• You might not have internet access.</td>
</tr>
</tbody>
</table>
- Sometimes you get better offers online.
- You can print off tickets so you don’t have to queue.

- You might find using technology difficult.

Accommodation (entertainment, communication, online bookings)

Online Bookings - Most things can be booked online, you can book directly with a hotel’s own website or with a company like Laterooms.com or Trivago. Once you have made the booking you can often cancel if necessary. You will get an email and maybe a text message confirming your booking.

Entertainment and Communication - In luxury hotels, guests are welcomed with an onscreen personal message. A touch screen can be used to control everything in the room, such as lighting, air conditioning and the television or music. The device will also let the guests communicate with the front desk or restaurant.

Hotels can use technology to check guests in. Guests arrive and check in on screen. Many people prefer to be checked in by a person so they still have staff there to welcome guests.

Most types of accommodation offer WiFi. However, you usually have to pay for it and in some hotels it is expensive at as much as £5 per hour.

Mobile applications (communication of information, booking, comparison)

There are hundreds of travel applications available and of interest to travellers. Some allow bookings to be made such as Airline applications, train ticket apps or hotel bookings. Others offer support or information. Examples are translations applications, language lessons. Maps give 3-D images and directions which help when sightseeing.

Electronic and mobile ticketing (e-tickets, m-tickets)

Tickets can be sent straight to email when you have booked online for hotels, flights, trains and events. All you have to do is print and go. In fact you might not even print but show your phone screen using m-ticket.

e-tickets (electronic tickets) have replaced paper tickets and are sent to your email account. You print them off in advance of travelling and
present them to the security scanners at the airport.

m-tickets (mobile tickets) are tickets sent directly to a mobile phone as texts. Virgin trains and National Express currently offer this service. You present the QR code on this ticket when travelling - there is no need to print it off.

**Websites**

A lot of travel and tourism websites also come in the form of mobile applications. It is easier to carry out your research and review your destinations on a large screen and you can be inspired to visit a destination by having a virtual tour of the scenery and facilities. Of course you can also use review websites to find out what other tourists thought about a hotel or destination. There are also sites dedicated to reviewing travel and tourism organisations including Tripadvisor.
Pass Questions

1. The use of consumer technology is now an essential part of the travel and tourism sector. One type of consumer technology is mobile applications. The image shows how an airline uses this type of consumer technology.

(a) Identify the purpose of this mobile application. [1]

- A. Security
- B. Entertainment
- C. Communication of information
- D. Reviews from customers

(b) A museum has recently introduced touch screen technology to help visitors with the interpretation of exhibits. Give two other examples of technology that museums use to help visitors with the interpretation of exhibits.

.................................................................................................................................[1]
.................................................................................................................................[1]
2 Organisations in the travel and tourism sector use a range of consumer technologies.

(a) Outline two advantages for an airport of providing self-service check-in.
.................................................................................................................................[1]
.................................................................................................................................[1]

(b) One way hotels use technology is to provide customers with an option to book rooms online.

(i) Give two other ways a hotel can use consumer technology.
.................................................................................................................................[1]
.................................................................................................................................[1]

(ii) Outline two ways that an online booking option helps hotels to increase their customer numbers.
.................................................................................................................................[1]
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Merit/Distinction Questions

3. Rose Cottage is a boutique hotel located in the historic centre of York that is a Grade II-listed building dating back to the early nineteenth century. The hotel has 15 stylish bedrooms and suites, a bistro, bar with terrace and a courtyard for dining outdoors. Explain two ways that Rose Cottage could use consumer technology to improve their products and services and attract more visitors.
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4. Go Coaches is a national coach company.

It is considering moving to a new system where customers will be able to buy mobile tickets (m-tickets).

(i) What is an m-ticket?
(ii) Explain one advantage for Go Coaches of selling m-tickets.

5. The Morgan Hall Hotel website includes a virtual tour highlighting some of the hotel’s best quality rooms and facilities. The tour was created five years ago by a specialist company. Explain two disadvantages of the virtual tour for Morgan Hall Hotel.
**The Big Question**

The Manchester National History Museum has seen a decline in visitors over the last 5 years. It believes better use of consumer technology would help to improve visitor numbers, especially amongst younger visitors. It has the following proposals:

- Develop its use of social media (Facebook, Twitter)
- Create more interactive exhibits including touch-screen technology and introducing iPad tour guides

Evaluate which of these proposals it should focus on.

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<th>Social media</th>
<th>Interactive displays</th>
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