

Please check the examination details below before entering your candidate information

Candidate surname

Other names

**Pearson BTEC
Level 1/Level 2
Tech Award**

Centre Number

--	--	--	--	--	--	--

Learner Registration Number

--	--	--	--	--	--	--	--	--	--

Tuesday 14 May 2019

Afternoon (Time: 2 hours)

Paper Reference **21229L**

Travel and Tourism

Component 2: Influences on Global Travel and Tourism

You do not need any other materials.

Total Marks

Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and learner registration number.
- Answer **all** questions.
- Answer the questions in the spaces provided
– *there may be more space than you need.*

Information

- The total mark for this paper is 70.
- The marks for **each** question are shown in brackets
– *use this as a guide as to how much time to spend on each question.*

Advice

- Read each question carefully before you start to answer it.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

P63175A

©2019 Pearson Education Ltd.

1/1




Pearson

Answer ALL questions.

Some questions must be answered with a cross in a box ☒. If you change your mind about an answer, put a line through the box ☒ and then mark your new answer with a cross ☒.

SECTION A

1 Which **one** of the following is an example of an economic factor influencing global travel and tourism?

- A Levels of employment
- B Planning laws
- C Media coverage
- D Traffic congestion

(Total for Question 1 = 1 mark)

2 Severe weather events can affect some global destinations. One example is a wildfire.

(a) Give **one other** example of a severe weather event.

(1)

(b) Explain **one** way a wildfire could affect travel and tourism organisations.

(2)

(Total for Question 2 = 3 marks)

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



3 A recession is one economic factor that can influence travel and tourism organisations.

Chianti Travel is a UK tour operator offering package holidays to destinations in Europe.

Describe **two** ways that Chianti Travel could respond to a recession.

1

.....

.....

.....

2

.....

.....

.....

(Total for Question 3 = 4 marks)

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



4 Sustainable tourism is increasingly important for many global destinations.

(a) Describe what is meant by the term 'sustainable tourism'.

(2)

.....

.....

.....

.....

Voluntary organisations are often responsible for promoting sustainable tourism.

An airport is planning to build a new runway.

(b) Explain **one** way that a voluntary organisation could respond.

(2)

.....

.....

.....

.....

(Total for Question 4 = 4 marks)

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



5 Safety and security are considerations for many people when travelling to some global destinations.

(a) Give **two** safety and security measures used in airports to keep passengers safe.

(2)

1

2

(b) Explain **two** ways that increased safety and security measures could affect passengers using transport terminals.

(4)

1

2

(Total for Question 5 = 6 marks)

TOTAL FOR SECTION A = 18 MARKS



DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

SECTION B

6 Political factors in destinations may influence travel and tourism organisations.

One political factor is the introduction of taxes.

The following table shows a tourist tax in Greece (prices charged per night).

In January 2018, the Greek government introduced this new tax for tourists staying in hotels, holiday apartments and villas.

Hotels				Apartments/villas		
1 star/2 star	3 star	4 star	5 star	1 star/2 star	3 star	4 star
0.50 euros	1.50 euros	3.0 euros	4.0 euros	0.25 euros	0.50 euros	1.00 euro

Use the information in the table to answer question 6(a).

A family is staying in a three star villa.

(a) What will the family pay per night in tourist tax?

(1)

- A** 4.00 euros
- B** 0.50 euros
- C** 3.00 euros
- D** 1.00 euro

One role of governments in some global destinations is to manage tourism development through taxes, rules and legislation.

(b) Give **three other** roles of governments in managing tourism development.

(3)

1

.....

2

.....

3

.....



DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

Tourism in Corfu, Greece

Some resorts in Corfu are very busy, especially in July and August. These resorts mainly attract younger couples, families and groups. There are also some quieter resorts with less crowded beaches. There has been a growth in the popularity of all-inclusive hotels on the island. Popular activities on the island include sailing, horse riding, cycling. A golf course is also available.

The tourist board responsible for promoting and managing tourism in Corfu is considering the following two aims:

- to stop hotels being all-inclusive
 - to encourage tourists to visit Corfu in the quieter months.
- (c) Explain **three** ways these aims would help to manage **negative** economic impacts of tourism in Corfu.

(6)

1

2

3

(Total for Question 6 = 10 marks)



Tourism in the Isle of Skye

Skye has some of Scotland's most beautiful mountain ranges and coastlines. Skye is popular for its arts and crafts and varied culture, including whisky distilleries and traditional dancing. Skye's largest town, Portree, received 150,000 visitors in 2016, an increase of 5%.

Locations on Skye have been used for films and TV shows. Most of these locations can only be reached by travelling along narrow roads. These locations are increasingly popular with visitors. Most visitors travel by car.

7 There are a number of possible social impacts that tourism may have on Skye.

(a) Give **two positive** social impacts that tourism may have on the local communities of Skye.

(2)

1

2

(b) Explain **two** reasons why increased visitor numbers may have **negative** impacts on the environment of Skye.

(4)

1

2

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



A five star hotel is being built on Skye and the developers, IS Construction Ltd, are working in partnership with the local government.

(c) Which type of partnership is this?

(1)

- A** Voluntary and private sector
- B** Voluntary and public sector
- C** Private and public sector
- D** Private and private sector

The local government wants to ensure this hotel is sustainable.

The following table shows two issues that the hotel has to manage.

(d) Complete the table by explaining **one** way the hotel could manage noise pollution and **one** way the hotel could manage loss of culture.

(4)

Issue	Explanation
Noise pollution	
Loss of culture	



The local government is considering the following proposals:

- To build car parks near to the major film locations, with no parking charges.
 - To charge £2 in each direction to cross the only bridge linking the island to the mainland.
- (e) Discuss the possible effects these proposals may have on managing tourism on Skye.

(6)

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(Total for Question 7 = 17 marks)

TOTAL FOR SECTION B = 27 MARKS

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

BLANK PAGE

SECTION C BEGINS ON THE NEXT PAGE.



SECTION C

Cuba

Cuba is an exciting island in the Caribbean. It has mountains, rainforests, waterfalls, a variety of wildlife and beautiful beaches. The local people are known for welcoming visitors and being family focused.

Havana is the capital city of Cuba. Havana is known for its relaxing traffic-free squares, colourful classic cars and lively bars where people can watch or learn the local dance.

Varadero is a two-hour drive from Havana. It is a large resort with many large international hotels. There are 12 miles of safe, sandy beaches offering a range of water sports suitable for all ages.

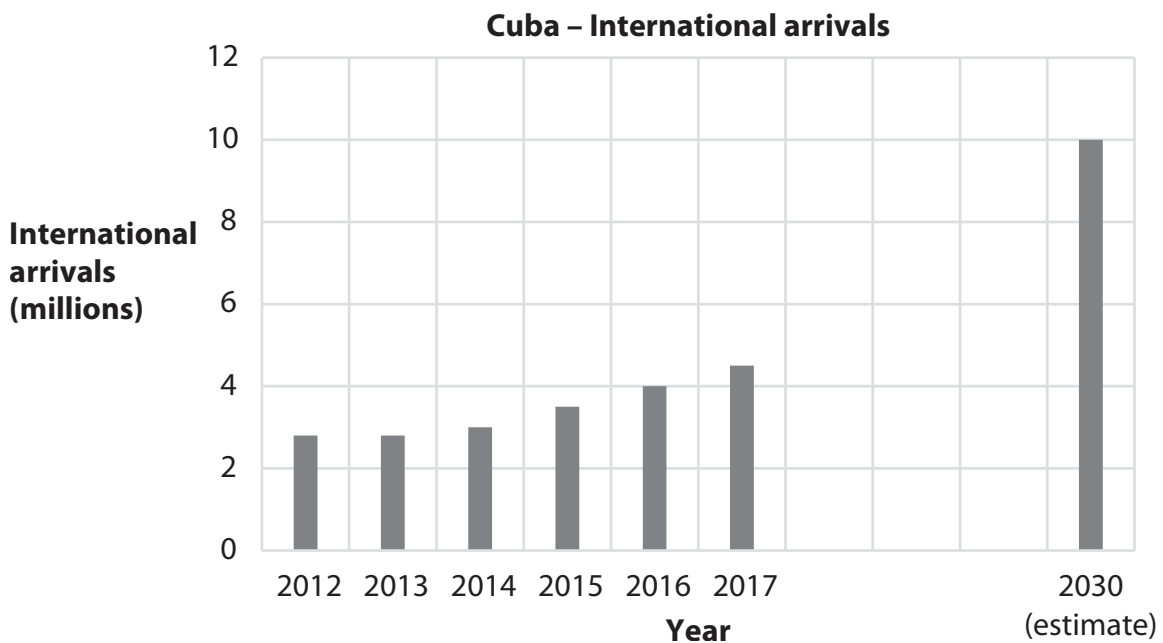
Map of Cuba



© pavalena/Shutterstock

Growth of tourism in Cuba

Tourism is one of the main sources of revenue for the island. Cuba will need an extra 100,000 hotel rooms to be built by 2030 to accommodate the estimated 10 million international arrivals.



Foreign and Commonwealth Office (FCO) advice for UK travellers to Cuba*

- Medical facilities can be very expensive. A hospital stay can cost £200 per day.
- When you arrive in Cuba, you will be expected to show your insurance policy.
- There is a risk of Zika virus. Zika virus can infect unborn babies.
- There is no recent history of terrorism, but terrorist attacks could happen.
- Driving standards are variable in Cuba, so be cautious when travelling.
- The weather in Cuba can be very wet and windy from June to November.

Adapted from: <https://www.gov.uk/foreign-travel-advice/cuba>

*Information correct at time of publication

Use the information provided to help you answer questions 8 and 9.

8 The Foreign and Commonwealth Office (FCO) is a government department that gives up-to-date travel advice to people travelling to global destinations.

- (a) Explain **two** reasons why the FCO advice may affect peoples' decisions about whether to travel to Cuba.

(4)

1

.....

.....

.....

2

.....

.....

.....



'Cuba is an emerging tourist destination.'

(b) Discuss this statement.

(6)

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(Total for Question 8 = 10 marks)

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



9 Salsa Airways operates two direct flights a week to Cuba from the UK. Flights are available all year from London Heathrow and Manchester. A return flight for one adult from London costs £499, and takes 11 hours.

Hitched International is a UK tour operator that specialises in wedding package holidays. It is planning to offer wedding packages to Cuba in partnership with Salsa Airways.

(a) Explain **two** possible advantages of this partnership.

(4)

1

2

Media, publicity and image are factors that can affect the popularity of destinations.

Negative comments about severe weather conditions in Cuba have been posted online.

(b) Explain **one** way that Hitched International could respond to this negative publicity.

(2)

.....
.....
.....



Hitched International has identified an opportunity to offer family holidays for friends and relatives attending weddings.

(c) Evaluate the suitability of Cuba as a destination for families.

(9)

Area with horizontal dotted lines for writing.

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

Area with horizontal dotted lines for writing.

(Total for Question 9 = 15 marks)

TOTAL FOR SECTION C = 25 MARKS

TOTAL FOR PAPER = 70 MARKS



P 6 3 1 7 5 A 0 1 7 2 0



DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

BLANK PAGE



DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

BLANK PAGE



P 6 3 1 7 5 A 0 1 9 2 0

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

BLANK PAGE

