

SPECIMEN PAPER

UNIT 1 - TRAVEL AND TOURISM DESTINATIONS



Surname					Other Names				
Centre Number					Candidate Number				
Candidate Signature									

For Examiner's Use



Level 2 Diploma Principal Learning
Specimen Paper

Travel and Tourism

TT2U1

Unit 1 Travel and tourism destinations

<p>For this paper you must have:</p> <ul style="list-style-type: none"> • a pen with blue or black ink • the answer book provided • calculator

Time allowed: 1 hour 30 minutes

Instructions

- Use a blue or black ink or ball-point pen.
- Fill in the boxes at the top of this page.
- Answer **all** questions.
- Answer the questions in the spaces provided.
- If there is not enough space for your answer(s), use the extra page(s) at the end of this book. If you do this, make sure that you show the number(s) of the question(s) you are answering.

Information

- The maximum mark for this paper is 60.
- The marks for questions are shown in brackets.
- You are reminded of the need for good English and clear presentation in your answers.

For Examiner's Use			
Question	Mark	Question	Mark
1		6	
2		7	
3		8	
4		9	
5		10	
Total (Column 1) →			
Total (Column 2) →			
TOTAL			
Examiner's Initials			



TT2U1

1. Describe the key features of UK hubs and gateways (LO1, c)

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(4 marks)

2. Mr Hodges will be travelling to France with his wife and daughter on the 25th July. They will leave their home in Milton Keynes at 08.30 and will drive directly to the Eurotunnel terminal in Folkestone where they wish to travel on the Eurotunnel service. They want to book space on the earliest possible departure.

a. Using the information on the following page, develop a travel itinerary for their journey from Milton Keynes to Paris.(LO4, b)

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(6 marks)

Appendix Page 1

Distances and Driving Times

Milton Keynes to Folkestone
134 miles (215 kilometres) - 2 hours 20 minutes

Calais to Paris
184 miles (296 kilometres) - 2 hours 49 minutes

Paris to Bayeux
165 miles (265 kilometres) - 2 hours 44 minutes

Bayeux to Calais
234 miles (376 kilometres) - 3 hours 37 minutes

Relax in the comfort of your own car on the fastest Channel crossing: Folkestone to Calais in just 35 minutes. Latest check-in time is 30 minutes prior to departure.

Train departure and arrival times Saturday 25 July

Folkestone depart	Calais arrive
1020	1155
1042	1217
1050	1225
1120	1255
1142	1317
1150	1325
1220	1355
1242	1417
1250	1425
1320	1455
1342	1517
1350	1525

Times shown are local. France is one hour ahead of United Kingdom time. Eurotunnel journey time is 35 minutes in each direction.



Prices

Folkestone to Calais Saturday 25 July

Time slots (local time)	00:00 to 06:00	06:00 to 08:00	08:00 to 10:00	10:00 to 1200	1200 to 14:00	14:00 to 16:00	16:00 to 18:00	18:00 to 20:00	20:00 To 22:00	22.00 to 00:00
Standard	£89	£102	£102	£95	£95	£79	£72	£69	£69	£69

b. Suggest three ways in which their itinerary may change, due to unforeseen circumstances (LO4, b)

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(3 marks)

3.

NORMANDY HOLIDAY HOME FOR RENT

Luxury cottage for rent near Coutances. Charming location within easy reach of the Normandy coast and the Mont St Michel.

Relaxing location from which to visit the WWII Normandy landing beaches, and is also ideally located to follow the Normandy Cider Route which takes in Beuvron –one of the most beautiful villages in France.

Furnished to a very high standard and sleeps up to 6 people.

Price £500 in low season, £600 a week in high season.

Telephone 01234 885378 for more details.

CALL NOW! DATES ARE SELLING FAST!

b) Use the above advert to describe **two** features that attract visitors to Normandy, France. (LO4, a)

i)

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ii)

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(4 marks)

4. Describe **two** reasons why France is a popular holiday destination for families from the UK. (LO1, d)

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(4 marks)

5. Using the information sources provided, identify the key features of the destinations and identify **two** main reasons people visit the area. (LO2, a/ LO4, a)

Stratford-upon-Avon

Welcome to Stratford-upon-Avon, the birthplace of William Shakespeare, steeped in culture and history, it is one of the most important tourist destinations in the UK. With easy road, rail and airport access, it is the perfect place for a vacation or short break. Facilities for conferences and smaller business venues are excellent.

For theatre goers there is always something showing at the Royal Shakespeare Company (RSC). Stratford is alive with the arts throughout the year. As well as the professional performances at the RSC, Civic Hall Theatres and other venues there are also the many and varied active amateur groups who perform a variety of events throughout the year



Anne Hathaway's Cottage nestles in the village of Shottery, on the edge of Stratford, and was the family home of Shakespeare's wife.

Image: www.stratford-upon-avon.co.uk

The Lake District

The Lake District National Park is a popular holiday destinations for visitors of all ages.

You can walk, cycle and splash about to your heart's content. With more than 3,500 kilometres of walking paths and 12 of the largest lakes in England, there's something for everyone



The Lake District boasts a wealth of Family Attractions to suit all kinds and ages – from Animal Parks to soft play centres and everything in between! Beatrix Potter wrote the Peter Rabbit books when she lived here, so be sure to visit attractions dedicated to her works.

The Lake District National Park has inspired artists throughout history, including Turner, Ruskin and Burne-Jones.

www.lake-district.gov.uk

- i) Stratford-upon-Avon

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(6 marks)

- ii) The Lake District

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(6 marks)

6. China has seen an increase in tourism due to the recent Olympic Games in Beijing. Identify **three further** reasons that can lead to growth in popularity of new and emerging destinations. (LO1, e)

- i)
- ii)
- iii)

(3 marks)

7. Explain the meaning of the term 'sustainable development' in relation to tourism (LO3, b)

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(4 marks)

8. Tourism can have many socio-cultural, environmental and economic impacts on a host country. These impacts may be positive or negative.

Identify and explain 2 positive and 2 negative examples of socio-economic impacts of tourism(LO3, a)

- a) Positive.....

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- b) Positive.....

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- c) Negative.....

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- d) Negative.....

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(8 marks)

9. Refer to **Appendix page 2** for information related to the following questions.

The tourism industry in The Gambia is still developing and the Gambian government and other organisations are taking steps to ensure that their country, wherever possible, avoids the negative impacts of tourism.

- a) Identify the main reasons people visit The Gambia.
(LO2, a)

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(2 marks)

b) Identify **three** key features or attractions that make The Gambia attractive for the answers given in the previous question. (LO4, a)

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(3 marks)

c) Using the information on **appendix page 2**, assess the success of current sustainable development practices in the travel and tourism sector in the Gambia. (LO3, c)

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(7 marks)

Appendix Page 2 Gambia



The Gambia is situated on the west coast of Africa and is approximately six hours flying from the UK. The Gambia receives more than 100,000 visitors a year and tourism is an important source of revenue. It is a popular destination for European holiday makers and British visitors make up over 50% of the package holiday market to the country. Many tourists rarely leave their resort areas and are content just to enjoy the wonderful climate and soak up the sun on the beach

Gambia and the right to a livelihood

All-inclusive hotels were banned by the Gambian government after Tourism Concern joined forces with local partners to highlight the negative economic impacts such developments have on local communities.

All-inclusive holidays (where board, meals and entertainment are included in the price and provided within the resort) are very popular with British tourists. These are, however, often strongly opposed by local people who hardly benefit at all from such forms of tourism. In The Gambia a survey of local people dependent on the tourism industry found 99% opposed all-inclusive because local restaurants, bars, guides and taxi-drivers were losing business to the resorts, which are mainly controlled by foreign companies and take the income and profits abroad.

In 1999, the Gambian government outlawed all-inclusive resorts. Unfortunately, European tour operators strongly opposed the ban and it was lifted in the year 2000 and the sale of all-inclusive holidays resumed.

<http://www.tourismconcern.org.uk/>

The Travel Foundation is an independent UK charity that aims to help the outbound travel industry manage tourism more sustainably.

The Foundation's focus is on protecting and enhancing the environment and improving the well-being of destination communities. The Travel Foundation is working with the following tourism providers in The Gambia:

Tour Operators

- Providing information at the Welcome Meetings about the fruit pressers, fruit sellers, local guides and craft markets,
- Encouraging tourists to encounter and engage with local people in the markets and on the beach. This promotes cultural awareness and understanding as well as being economically beneficial.

Ground handlers

- Calling at craft markets during excursions,
- Visiting villages, schools and agricultural communities during excursions – and working with the hosts to discourage begging by children.

Hoteliers

- Locally sourcing fruit and vegetables, crafts and soft furnishings,
- Allowing fruit and fruit juice sellers into the hotels to deliver to established clients,
- Inviting in craft workers on a roster basis to sell one day per week in the hotel grounds.

www.thetravelfoundation.org.uk

Sandele Bay Eco-Retreat is a sumptuous development on a stunning beach in Southern Gambia, West Africa. The Retreat is being built by the Gamspirit Foundation in conjunction with the local community of Kartong, who benefit from the development and running of the resort and who will assume complete responsibility in twenty-five years time.

The Gamspirit Foundation operates along ethical, ecological and sustainable lines, which are the key values of its directors, Geri Mitchell and Maurice Phillips. It is built using ecological construction techniques and is run as a model of sustainability. The Eco-Retreat brings much needed income and employment opportunities to the area. It also provides education and training to enhance local skills and economic development, which secures employment into the future. The Sandele Bay Eco-Retreat is on land owned by the people of Kartong. At the end of 25 years the land and whatever is built on it will revert to the village. At least 70% of all Gamspirit employees will be drawn from Kartong. A proportion of Gamspirit's profits will be paid to support village development activities

www.sandele.com

MARK SCHEME

Mark schemes are prepared by the Principal Examiner and considered, together with the relevant questions, by a panel of subject teachers. This mark scheme includes any amendments made at the standardisation meeting attended by all examiners and is the scheme which was used by them in this examination. The standardisation meeting ensures that the mark scheme covers the candidates' responses to questions and that every examiner understands and applies it in the same correct way. As preparation for the standardisation meeting each examiner analyses a number of candidates' scripts: alternative answers not already covered by the mark scheme are discussed at the meeting and legislated for. If, after this meeting, examiners encounter unusual answers which have not been discussed at the meeting they are required to refer these to the Principal Examiner.

It must be stressed that a mark scheme is a working document, in many cases further developed and expanded on the basis of candidates' reactions to a particular paper. Assumptions about future mark schemes on the basis of one year's document should be avoided; whilst the guiding principles of assessment remain constant, details will change, depending on the content of a particular examination paper.

1. Describe the key features of UK hubs and gateways. (LO1, c)

Expected responses may refer to

A **hub** is a major airport, that an airline uses as a transfer point to get passengers to their final intended destination. **Travellers moving between airports not served by direct flights change planes here en route to their destination.(2)**

A **gateway** is a point of access to, or departure from a country or holiday destination. Gateways include airports, seaports, border crossings, railway stations **It is usually better to route a passenger via a gateway with good connections than to use a smaller more local one.(2)**

Key features may also include

Location / convenience to traveler / Links to other networks / Availability of other facilities eg foreign exchange, car hire, duty or tax free shopping, executive lounges, refreshments, fast track check in desks.

(4 marks)

2. Mr Hodges will be travelling to France with his wife and daughter on the 25th July. They will leave their home in Milton Keynes at 08.30 and will drive directly to the rail terminal at Folkestone where they wish to travel on the Eurotunnel service. They want to book space on the earliest possible departure.

a) Using the information on the following page, develop a travel itinerary for their journey from Milton Keynes to Paris. (LO4, b)

Expected responses may refer to:

A relevant itinerary for the Hodges family

Depart Milton Keynes	08.30	
Arrive Folkestone rail terminal	10.50	
Depart Folkestone (Eurotunnel service)	11.20	11.42(1)
Arrive Calais (+1hr, local time)	12.55	13.17(1)
Depart Calais (car)	12.55	13.17(1)
Arrive Paris	15.44	16.06(1)

Alternative Eurotunnel departure times may be accepted if accompanied by a relevant explanation

Band 1: 0 Marks	No work worthy of credit
Band 2; 1-2 Marks	Identification of accurate departure time of Eurotunnel service and with some itinerary elements missing
Bank 3: 3-4 Marks	Itinerary complete, correctly identifying appropriate departure time for Eurotunnel service
Bank 4: 5-6 marks	All itinerary timings are correct, using information given in appendix. Where timings vary, a credible explanation is given for the difference.

(6 marks)

- b) Suggest three ways in which their itinerary may change, due to unforeseen circumstances (LO4, b)

Expected responses may refer to:

Held up on motorway on the way to Folkstone
Car breaks down
Eurotunnel crossing cancelled
Eurotunnel delayed
Road works from Calais to Paris
Family gets lost

1 mark should be awarded for each correct and relevant answer given to a maximum of three marks. Other sensible answers may be given.

(3 marks)

3. Use the above advert to describe **two** features that attract visitors to Normandy, France. (LO4, a)

Expected responses may refer to:

WWII Normandy landing beaches – Battlefield tourism is very popular and there are many sites in the region

Normandy Cider Route – Food and Drink related tourism is very popular

Beuvron – one of the most beautiful villages in France.

Mont St Michel – the second most popular attraction in France

Normandy coast – excellent beaches, good weather

Band 1: 0 Marks No work worthy of credit
Band 2: 1 Marks One appropriate feature identified but with very basic description
Band 3: 2 Marks Two appropriate features identified with more detailed description
Band 4: 3-4 Marks Two accurate and detailed descriptions,

4. Describe **two** reasons why France is a popular holiday destination for families from the UK. (LO1, d)

Expected responses may include

- **Affordability – Close destination means lower traveling costs**
- Value for money

- **Access**
- Accessibility (ie ease of travel to and around for all travellers)- Wide range of travel options

- **Attractions**
- Sightseeing - Cultural, historic, natural features, nostalgia, entertainment, battlefield tourism
- Manmade features – statues, Chateaux
- Education - learning something new
- Climate – particularly on French Riviera
- Events – Carnivals, Festivals, Sports events (World Cup, Olympic Games)

- **Accommodation**
- Value for Money

- **Amenities**
- Sport and recreation
- Local Food

Band 1: 0 Marks	No work worthy of credit
Band 2: 1 Marks	One appropriate reason identified but with very basic description and little link to UK families
Band 3: 2 Marks	Two appropriate reasons identified with basic description of appeal to UK families
Band 4: 3-4 Marks	Two accurate reasons and detailed descriptions, well related to UK families

5. Using the information sources provided, describe the key features of the destinations and identify **two** main reasons people visit the area. (LO2, a/ LO4, a)

i) Stratford-upon-Avon

4 marks should be awarded for 4 different features of the destination. 2 marks should be awarded for 2 different reasons people would visit the area.

Expected responses may refer to:

Key features:

- The birthplace of William Shakespeare (1)
- Historical and cultural (1)
- Easy road, rail and airport access (1)
- Facilities for conferences and smaller business venues (1)
- Arts throughout the year/Theatres (1)
- Anne Hathaway's Cottage (1)

Reasons:

- Leisure (1)
- Historical visitors– visitors who have interest in Shakespeare's origins(1)
- Business travelers - Conferences/Business meeting venues (1)

Band 1: 0 Marks	No responses worthy of credit
Band 2: 1-2 Marks	Very brief descriptions of key features covering only 1 or two points with limited or no reasons why people visit the area
Band 3: 3-4 Marks	Descriptions of key features in some detail with sound reasoning of why people visit the area
Band 4: 5-6 marks	Detailed, coherent and well reasoned descriptions, covering four key features and two visitor motivations.

(6 marks)

ii) The Lake District

4 marks should be awarded for 4 different features of the destination. 2 marks should be awarded for 2 different reasons people would visit the area.

Expected responses may refer to:

Key features:

- National Park – outstanding scenery
- 3,500 kilometres of walking paths(1)
- 12 of the largest lakes in England (1)
- Animal Parks (1)
- Play centres (1)
- Beatrix Potter - attractions dedicated to her works

Inspired by famous artists (1)

Reasons:

Leisure (1)

Sport (1)

Partake in numerous activities (walk, cycle) (1)

Family Attractions to suit all kinds and ages (1)

Band 1: 0 Marks	No responses worthy of credit
Band 2: 1-2 Marks	Very brief descriptions of key features covering only 1 or two points with limited or no reasons why people visit the area
Band 3: 3-4 Marks	Descriptions of key features in some detail with sound reasoning of why people visit the area
Band 4: 5-6 marks	Detailed, coherent and well reasoned descriptions, covering four key features and two visitor motivations (6 marks)

6. China has seen an increase in tourism due to the recent Olympic Games in Beijing. Identify **three other** reasons that can lead to growth in popularity of new and emerging destinations. (LO1,e)

Expected responses may include:

New airline route comes into operation improving accessibility

Destination has recently held a high profile event

Recent film location/television programme coverage

Trends towards greener travel

Sustainable and ethical tourism development

Adventure tourism

New hotel complex

1 mark should be awarded for each correctly identified reason given to a maximum of three marks.

(3 marks)

7. Explain the meaning of the term 'sustainable development' in relation to tourism. (LO3, b)

Expected responses may refer to

Sustainable development means to enable this generation to meet the needs of the present, without compromising the quality of life of future generations. Sustainable development refers to a level of tourism activity that can be maintained over the long term, which in turn will benefit the social, economic, natural and cultural environments of the area in which it takes place

Band 1: 0 Marks	No work worthy of credit
Band 2: 1 Mark	Basic definition, generally vague, that may not refer clearly to sustainable development
Band 3: 2 Marks	Brief explanation which can clearly be related to sustainable development.
Band 4: 3-4 marks	Good explanation, accurate and relevant, For 4 marks, an appropriate example should be given to confirm understanding. (4 marks)

8. Tourism can have many socio-cultural, environmental and economic impacts on a host country. These impacts may be positive or negative. Identify and explain 2 positive and 2 negative examples of socio-economic impacts of tourism(LO3, a)

Expected responses may refer to:

<p>Socio-Cultural</p> <ul style="list-style-type: none"> • Positive <ul style="list-style-type: none"> • promotion of local culture • provision of infrastructure • improved quality of life • development of the local community • retention of traditional skills 	<ul style="list-style-type: none"> • Negative <ul style="list-style-type: none"> • Overcrowding • anti-social behaviour • crime • traditions versus modernisation • disruption of communities •
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- Band 1: 0 marks No work worthy of credit
 Band 2: 1-2 marks A brief explanation which includes limited information but which considers both positive and negative socio-cultural impacts
 Band 3: 3- 5 marks A more detailed explanation, offering a balanced viewpoint and covering 3 points of impact
 Band 4: 5-8 marks Well reasoned explanation, linked to the extracts, covering all four impacts and showing sound understanding of the impacts of tourism

(8 marks)

9. Refer to Appendix page 2 for information related to the following questions.

The tourism industry in The Gambia is still developing and the Gambian government and other organisations are taking steps to ensure that their country, wherever possible, avoids the negative impacts of tourism.

- a) Identify the main reasons people visit The Gambia. (LO2, a)

Expected responses may include:

- Leisure purposes
- Holidays
- Sport
- short break
- experience a different culture

1 mark should be awarded for each correct reason given to a maximum of two marks.

(2 marks)

- b) Identify **three** key features or attractions that make The Gambia attractive for the answer given in the previous question. (LO4, a)

1 mark should be awarded for each correctly identified feature or attraction that make Gambia suitable for leisure purposes/holidays/short breaks/ sporting breaks. To a maximum of 3 marks

Expected answers may refer to:

- Favourable climate
- Beaches

- Availability of all-inclusive resorts
- Sustainable tourism supported
- Sporting activities
- Same time zone as UK
- Relatively short flight time from UK
- Relatively undeveloped country

(3 marks)

- c) Using the information on **appendix page 2**, assess the success of current sustainable development practices in the travel and tourism sector in the Gambia.

(LO3, c)

Expected responses may refer to:

Numerous policies in place to encourage sustainable tourism practices including:

Tour Operators

- Providing information at the Welcome Meetings about the fruit pressers, fruit sellers, local guides and craft markets,
- Encouraging tourists to encounter and engage with local people in the markets and on the beach. This promotes cultural awareness and understanding as well as being economically beneficial.

Ground handlers

- Calling at craft markets during excursions,
- Visiting villages, schools and agricultural communities during excursions – and working with the hosts to discourage begging by children.

Hoteliers

- Locally sourcing fruit and vegetables, crafts and soft furnishings,
- Allowing fruit and fruit juice sellers into the hotels to deliver to established clients,
- Inviting in craft workers on a roster basis to sell one day per week in the hotel grounds.

Popular tourism destination

Many visitors rarely leave resorts

All inclusive hotels banned by Gambian government to protect local communities but this was opposed by European tour operators

All inclusive resorts man money goes abroad

Any positive points of the Sandele Bay Eco –Retreat.

Band 1: 0 marks	No work worthy of credit
Band 2: 1-2 marks	Generally a very basic assessment, tending to cover only one or two points and tending to be vague and repetitive
Band 3: 3-5 marks	More detailed assessment covering 3 or 4 points and mainly considering one point of view. Conclusion given as to success of sustainability
Band 4: 6-7 marks	Well reasoned assessment in good detail showing sound understanding and considering both sides of the issue. Conclusion given as to success of sustainability

(7 marks)