

Component 3

# Influences on Global Travel and Tourism



**Student Activities and Exercises**

**Bob Holland**



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**BTEC Tech Award Travel & Tourism 2022**

# **BTEC Tech Award in Travel & Tourism**

*Level 1/Level 2 : 2022 specifications*

## **Component 3: Influences on Global Travel and Tourism**

*Student Activities and Exercises*

**Bob Holland**



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## BTEC Tech Award in Travel and Tourism (2022)

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

#### Introduction

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

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

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

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

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

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

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

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

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

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

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

*Bob Holland*  
*December 2023*

## Access to more Travel and Tourism resources

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

## About the author

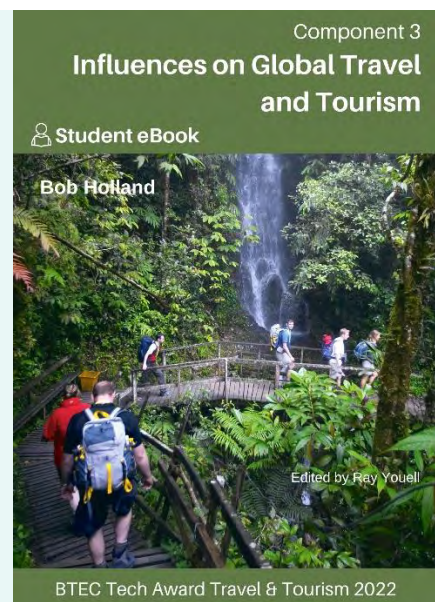
**Bob Holland** has been involved in the field of tourism education for more than 25 years, through working with a range of organisations to develop resources and provide professional development opportunities for teachers. He has worked as a Chief Examiner and Principal Moderator, and has been closely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

**Also available**

## VLE Student eBook

*Component 3: Influences on  
Global Travel and Tourism*

Learn More



## Assessment objectives (AOs)

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

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

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

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

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

# Section A

## Exercises and activities

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

Answers can be found from page 28 onwards.



Section A

## Section A: Set 1

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

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

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

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(Total for Question 1 = 4 marks)

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

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Section A

### Section A: Set 3

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

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

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

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(Total for Question 1 = 4 marks)

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

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

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

.....

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

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

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

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(Total for Question 2 = 5 marks)

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

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

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

.....

## Section A SET 1

### Question 1

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

### Question 2

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

Question 3

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

Question 4

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

Section B

## Section B: Set 1

### Question 1

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

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

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

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

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

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

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

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Section B

## Section B: Set 3

### Question 1

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



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

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

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

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

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**Question 3**

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

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

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

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

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

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

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Question 2

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



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

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