

Paper Reference							Centre No.					
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Surname	Initial(s)
Signature	

Paper Reference(s)

**T307T/01**

**Edexcel VCE**  
**Travel and Tourism**  
**Advanced**

**Unit 7: UK Travel Destinations**

Examiner's use only

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Team Leader's use only

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Materials required for examination

Calculator

Items included with question papers

Nil

**SPECIMEN**

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*The case study below is intended to give an indication of the type of question that will be set. As the paper will involve additional material being added to each question, the information below may not be enough to answer the sample questions completely.*

The Isle of Wight is a major destination area for tourists within the UK. It is recognised as an ‘Area of Outstanding Natural Beauty’ with nearly 30 miles of shore designated ‘Heritage Coast’. It has over 500 miles of cycle routes, footpaths and bridleways, providing many opportunities to explore the breathtaking scenery. Great walking can be enjoyed at any time of the year and a major annual event is the Isle of Wight Festival.

The island has a generally warmer and sunnier climate than the mainland and this is one of the reasons why it has become a popular destination. Even when the weather takes a turn for the worse, there are many places of interest that are under cover.

It is an island steeped in history with many historic monuments brought vividly to life. The museum ‘Dinosaur Isle’ records its earliest inhabitants and more recent examples of its history can be found at the English Heritage sites of Carisbrooke Castle and Osborne House. There are manor houses, religious buildings and famous places where Capability Brown designed beautiful gardens, Alfred Lord Tennyson wrote poems and Marconi sent the first ship-to-shore transmission. Visitors can save time and money when visiting local attractions by purchasing an all-island car parking permit from the Tourist Information Centres.

**SPECIMEN QUESTION**

Use the information provided on the Isle of Wight to answer the following questions.

- (a) ‘Built attractions’ is one category of destination *features*.
  - (i) Explain how this category could give the region popularity and/or appeal.

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**(3)**

(ii) Describe **two** examples of features in this category that can be found in the Isle of Wight.

Example 1

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Example 2

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**(8)**

(b) (i) Give **two** other categories of destination *features* that can be found in the UK.

Category 1 .....

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Category 2 .....

.....

**(2)**

(ii) For **each** of the two categories you have named in (b) (i) describe its features. You should refer to real examples from other areas you have researched to support your answers.

Example .....

Category 1 Description .....

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Example .....

Category 2 Description .....

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**(6)**

**(Total 19 marks)**

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**SPECIMEN QUESTION**

EDC marketing are preparing some promotional material on behalf of the British Tourism Authority. You work for EDC marketing as a Marketing Assistant and have been asked to complete a number of tasks to assist in producing the material.

- (a) You have been asked to supply a map showing the location of the following destinations.

<b>Destinations</b>	
A	Portrush
B	Butlins, Minehead
C	Stratford upon Avon
D	Birmingham
E	York
F	New Forest

Locate **each** destination on the blank map of the UK provided, by making a cross (X) at the appropriate position, and labelling with the relevant letters **A – F**.

**(6)**

- (b) EDC marketing are planning to produce six promotional brochures; one for each category of travel destination.

- (i) Identify and describe each of the six categories of travel destination.

Category 1 .....

Description .....

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Category 2 .....

Description .....

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Category 3 .....

Description .....

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Category 4 .....

Description .....

.....

Category 5 .....

Description .....

.....

Category 6 .....

Description .....

.....

**(6)**

(ii) State to which of these categories **each** of the destinations A – F belongs. Each category should be used only once.

Categories	Destinations

**(6)**

(c) They will also promote how accessible tourist destinations are from London. State which motorway(s) and/or major trunk routes would be used for each of the following routes:

(i) London to Cardiff .....

(ii) London to Brighton .....

(iii) London to Leeds .....

**(3)**

**(Total 21 marks)**

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