

Centre Number						Candidate Number				
Surname										
Other Names										
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For Examiner's Use	
Examiner's Initials	
Question	Mark
1	
2	
3	
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5	
6	
7	
TOTAL	



General Certificate of Education  
Advanced Subsidiary Examination  
June 2012

# Travel and Tourism

# TT01

## Unit 1 Inside Travel and Tourism

Tuesday 15 May 2012 9.00 am to 11.00 am

You will need no other materials.  
You may use a calculator.

### Time allowed

- 2 hours

### Instructions

- Use black ink or black ball-point pen.
- Fill in the boxes at the top of this page.
- Answer **all** questions.
- You must answer the questions in the spaces provided. Do not write outside the box around each page or on blank pages.
- Do all rough work in this book. Cross through any work you do not want to be marked.

### Information

- The marks for questions are shown in brackets.
- The maximum mark for this paper is 90.
- In question 5(b) you will be marked on your ability to:
  - use an appropriate form and style of writing
  - organise relevant information clearly and coherently
  - use specialist vocabulary where appropriate.

The legibility of your handwriting and the accuracy of your spelling, punctuation and grammar will also be considered in this question.



J U N 1 2 T T 0 1 0 1

Answer **all** questions in the spaces provided.

- 1** Study **Figure 1**, which shows how the proportion of package-based and of independently arranged holidays from the UK has changed over time.

**Figure 1**

	<b>Total number of overseas holidays from the UK (million)</b>	<b>Proportion of overseas holidays from the UK that were package-based (%)</b>	<b>Proportion of overseas holidays from the UK that were arranged independently (%)</b>
1974	Not available	58	42
1980	11.7	61	39
1987	19.7	64	36
1995	27.8	55	45
2002	39.9	52	48
2007	45.4	41	59
2009	38.5	38	62

- 1 (a)** Which recognised travel and tourism term describes overseas holidays taken by UK residents? Draw a circle round the correct term.

**domestic**

**inbound**

**outbound**

(1 mark)

- 1 (b)** Which phrase describes the change in the total number of overseas holidays from the UK between 1980 and 2009? Tick the correct box below.

Remains constant

Rises steadily, then falls sharply

Rises steeply, then more gently

(1 mark)



**1 (c)** Give a recognised travel and tourism term which describes arranging a complete holiday independently.

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..... (1 mark)

**1 (d)** Referring to **Figure 1**, describe how the proportion of overseas holidays from the UK that were package-based has changed since the 1970s.

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..... (2 marks)

**1 (e)** Suggest reasons for the changes that you described in **1(d)**.

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2 Visitor attractions are owned and managed by three kinds of organisation. These are:

**Private**  
**Public**  
**Voluntary**

and may be of four different types:

**Natural**  
**Purpose-built**  
**Historic**  
**Event.**

2 (a) Using the correct terms from above, complete the following table.

<b>Name of UK Visitor Attraction</b>	<b>Owned and managed by organisations that are...</b>	<b>Type of visitor attraction</b>
Buckingham Palace, London		
Cadbury World, Birmingham		
The Farne Islands † (National Trust)		
The annual Glastonbury Festival		

† A cluster of rocky islands off the Northumberland coast where tourists go to see the puffins and seals.

*(8 marks)*



**2 (b)** Choose **one** UK visitor attraction from the table in **2(a)**.

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Discuss whether a visit to your chosen UK visitor attraction can be described as:

(i) intangible .....

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(ii) non-standardised. ....

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(2 x 3 = 6 marks)

14

**Turn over for the next question**

**Turn over ►**



3 Study **Figure 2**, which shows scenes from holiday camps sixty years ago.

**Figure 2**



Meals



Knobbly knees competition



Games and races



Chalets



Explain how **and** why holiday camps have changed over the last sixty years.

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4 (c)

Assess the benefits for different types of holiday-maker of taking a holiday in 'unserviced' accommodation.

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Question 4 continues on the next page

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4 (d) Study **Figure 4**, which is a sign showing that the accommodation is registered with a UK tourist board.

**Figure 4**



What are the advantages for accommodation providers of registering with UK tourist boards?

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(4 marks)

17



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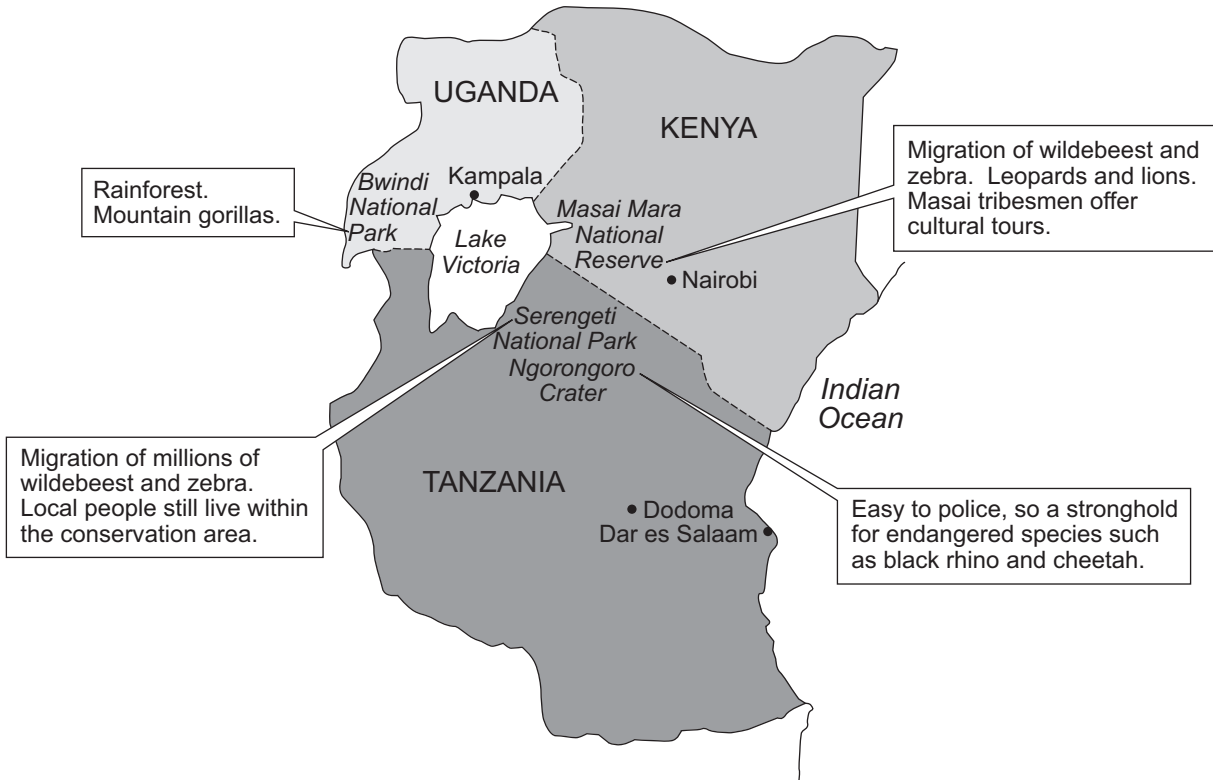
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ANSWER IN THE SPACE PROVIDED**

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5 **Figure 5** is a sketch map and photographs of East Africa showing popular safari destinations and some information about what visitors can see.

**Figure 5**



**5 (a)** Suggest **one** example of **each** of the following types of impact that could result from safari tourism in Africa.

Impact of tourism	Example
A positive economic impact	
A negative environmental impact	
A positive environmental impact	
A negative socio-cultural impact	

(4 marks)

**5 (b)** Discuss how the safari tourism industry in Africa might be developed and managed in a sustainable way so that it meets “the needs of the present without compromising the ability of future generations to meet their own needs.”

Answer this question in continuous prose. The quality of written communication in your answer will be assessed.

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<b>14</b>



**6** Travel agents are retailers selling holidays on behalf of another type of organisation.

**6 (a)** Name the type of organisation that provides holidays for travel agents to sell.

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(1 mark)

**6 (b)** Besides holidays, travel agents sell other products and services. These are provided by *principals*.

Give **three** examples (**other than** the providers of holidays) of the *principals* providing products and services sold by travel agents.

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(3 marks)

**6 (c)** Explain why it is important **for travel agents** that they sell other products and services.

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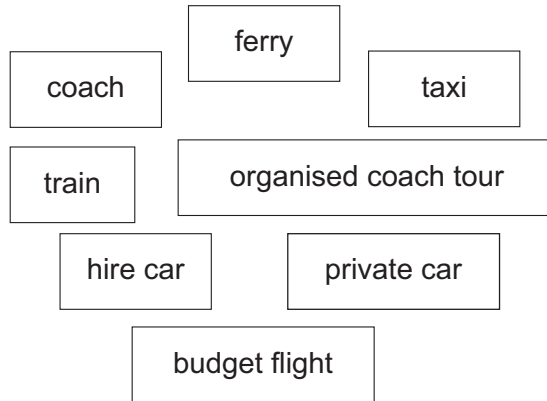


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7 **Figure 6** shows a range of possible travel options for overseas tourists while visiting the UK.

**Figure 6**



7 (a) Discuss appropriate travel options for overseas visitors during a touring holiday in the UK.

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**Question 7 continues on the next page**

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**7 (b)** Explain why travel providers devote substantial resources to managing health and safety.

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<b>16</b>

**END OF QUESTIONS**



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Figure 4 [www.visitengland.org](http://www.visitengland.org)  
Figure 5 Photos Getty Images – Eric Horan, Hugh Sitton, Glowimages  
Page 13 Quote from Report of the World Commission on Environment and Development, United Nations

