

Answer ALL the questions. Write your answers in the spaces provided.

Read the information below before answering Question 1.
Boyd Coaches is a fictitious organisation.

1. Boyd Coaches is based in the south east of England, near Dover, London Heathrow, London Gatwick and the M25. It owns 26 luxury coaches and 4 luxury minibuses. It provides coaches and/or minibuses to support the UK tours of incoming tour operators. Boyd Coaches also organises day trips to popular tourist destinations and attractions in the south east of England for domestic and incoming tourists.

(a) Define the following types of tourism.

Domestic
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(2)

Incoming
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(2)

(b) Describe **one** example of domestic tourism.

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(4)



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One characteristic of the travel and tourism industry is that 'it makes extensive use of new technologies'. One technology used is the internet.

(c) Describe **three** ways that transport organisations, such as Boyd Coaches, make use of the internet.

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(d) Other than the internet, describe **three** ways that transport organisations make use of new technologies.

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(6)

Another characteristic of the travel and tourism industry is that it is 'vulnerable to external pressures'. One external pressure is 'currency fluctuations'.

(e) (i) Define what is meant by 'currency fluctuations'.

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(4)



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(ii) Analyse the effect(s) of currency fluctuations on organisations supporting incoming tourism to the UK.

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As well as currency fluctuations, there are other external pressures.

(iii) Describe **one** other example of an external pressure you have researched.

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Boyd Coaches has a number of objectives including:

- to increase revenue
- to increase customer base.

(f) Suggest how Boyd Coaches could develop to meet these objectives. Justify your suggestions.

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(8)

(Total 44 marks)

Q1



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Grand Hotel is a fictitious organisation.

The four-star Grand Hotel is located in the Lake District, close to junction 40 off the M6, near Penrith. It has been independently owned by the Robertson family for over 100 years. The family is actively involved in its management, holding most of the senior job roles. The family has been able to take advantage of 'product development and innovation' that has taken place in the accommodation sector.

2. (a) Describe **three** examples of product development and innovation in accommodation that the Grand Hotel may have already introduced.

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(6)



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The nature of tourism is often referred to as both 'perishable' and 'intangible'.

(b) (i) Define the following terms in relation to tourism.

Perishable

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(2)

Intangible

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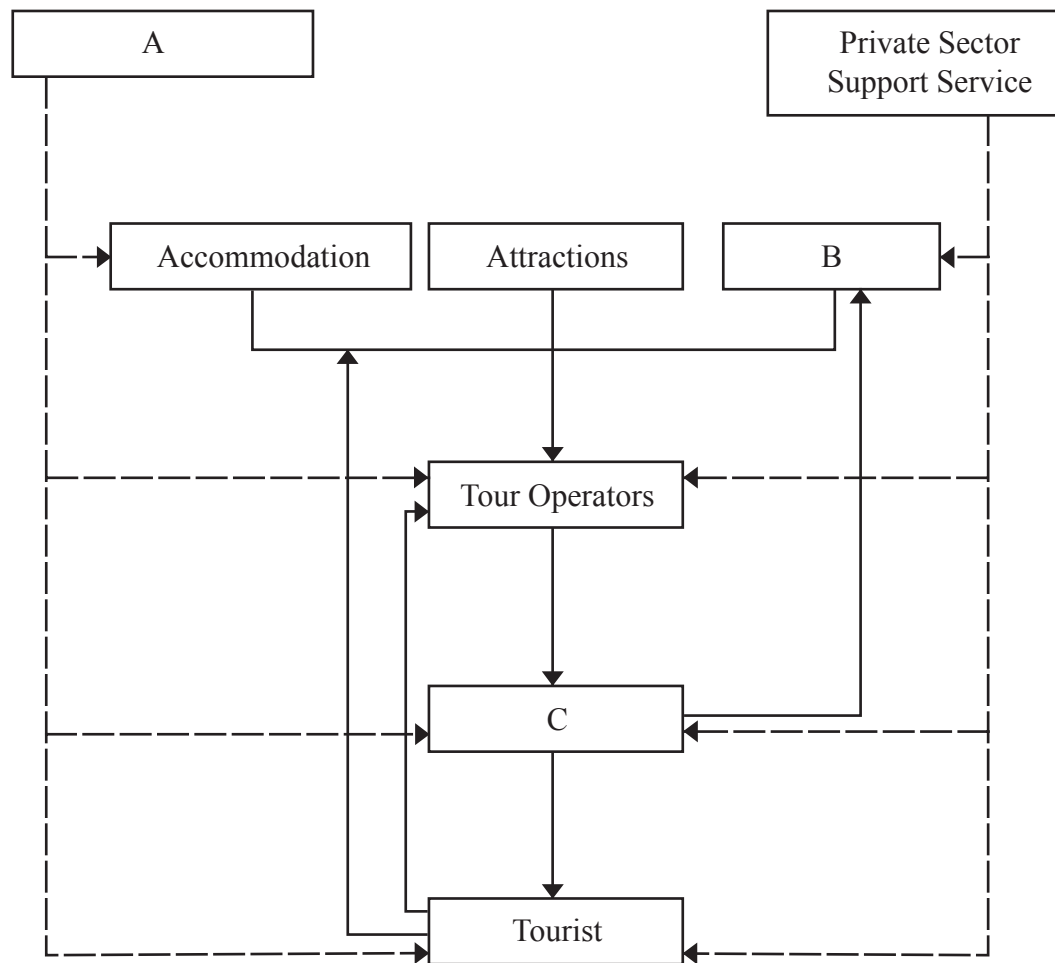
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(2)



3. The structure of the travel and tourism industry is often shown in the form of a diagram. The diagram below shows the chain of distribution for the travel and tourism industry. It is incomplete.



(a) State the type of organisation that should be included at A, B and C.

A

B

C

(3)

(b) Give **one** example of a key travel and tourism organisation in each of the following sectors.

Tour Operators

Attractions

Accommodation

(3)



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The chain of distribution is often used to show the interdependence and interrelationships of each sector of the travel and tourism industry.

- (c) (i) Define the terms 'interdependence' and 'interrelationships' in relation to the chain of distribution.

Interdependence

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(2)

Interrelationships

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(2)



Read the article below, adapted from www.travelmole.com January 2007, before answering Question 4.

Cruise growth predicted for 2007

A year of record growth has been predicted for the cruise industry with 12.63 million passengers expected to sail in 2007.

It is expected that more than 500,000 more people will take a cruise this year than 2006, representing a rise of 4.1%. More than 10.6 million of the projected total will come from North America, up from 10.18 million in 2006 and 9.67 million in 2005.

12 new ships will enter service in 2007 representing 22,039 beds. In total, 30 new vessels will be introduced between 2007 and the end of 2010, translating into 73,563 more beds – an increase of almost 30% over 2006. Dan Hanrahan, President of Celebrity Cruises, said: ‘The state of the industry is very, very strong, with more cruise lines each and every year with innovative new offerings that continue to bolster cruise sales.’



Read the following article, taken from Travel Weekly, before answering Question 5.

London's parks to become campsites for 2012 Games

London's parks could be turned into temporary campsites, offering affordable accommodation, for the 2012 Olympics with hotel prices expected to soar. The Minister for Creative Industries and Tourism is concerned people on low incomes who do not live within easy commuting distance of the capital will not be able to afford vastly inflated London hotel prices during the Olympics.

Determined to make sure the whole country is able to experience the London 2012 atmosphere, he is proposing the capital's parks are turned into temporary accommodation shelters made up of caravans and tents. The Minister encouraged the tourism industry not to focus on catering for high spending overseas visitors at the expense of more modest spending British nationals. 'The hotel prices (during the 2012 games) would be higher than most people could afford,' he told delegates at the Travel Society Prospects 2007 event in London last week. 'There are lots of parks in London where high standard accommodation sites can be offered that are not expensive.'

The Minister added 'The world needs to see the whole country enjoying the 2012 Games', which he estimated would have a global audience of 4 billion, 'if it is to be a success and create a tourism legacy greater than that of recent host cities, Sydney and Athens. The Olympics is a great opportunity. The UK is competing in a tourism race and it is one that we can win,' he added. 'We have to make sure everybody is able to come and watch the Olympics.'



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