

Centre No.						Paper Reference						Surname	Initial(s)
Candidate No.						6	9	8	7	/	0	1	Signature

Paper Reference(s)

6987/01

Edexcel GCE

Travel and Tourism Advanced Subsidiary

Unit 1: The Travel and Tourism Industry

Friday 8 June 2007 – Afternoon

Time: 1 hour 30 minutes

Examiner's use only

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Team Leader's use only

ANSWER

Instructions to Candidates

In the boxes above, write your centre number, candidate number, your surname, initials and signature.
Check that you have the correct question paper.

Check that you have the correct question paper.
Answer ALL the questions. Write your answers

Answer ALL the questions. Write your answers in the spaces provided in this question paper.
Do not use pencil. Use blue or black ink.

Do not use pencil. Use blue or black ink.

Information for Candidates

The marks for individual questions and the parts of questions are shown in round brackets: e.g. (2).

There are 6 questions in this question paper. The total mark for this paper is 90.

You may use a calculator.

Advice to Candidates

You will be assessed on your ability to organise and present information, ideas, descriptions and arguments clearly and logically, including your use of grammar, punctuation and spelling.

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

Read the information below before answering Question 1.

Peniswarwaen Farm is a fictitious organisation.

1. Peniswarwaen Farm is situated between the mountains of Snowdonia and the Anglesey Coast of North Wales. It has some bedrooms it makes available for tourists visiting the Snowdonia National Park. It attracts adventure tourists who like to use the farm as a base for exploring the National Park. These are all domestic tourists. The owners feel there is potential to attract business tourists.

- (a) Explain what is meant by the following types of tourism.

Adventure

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(2)

Business

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(2)

Domestic

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(2)



- (b) The farm has not yet attracted any incoming tourists to its accommodation, but it is keen to attract this type of tourist. Explain how the difference between domestic and incoming tourists would affect its operations.

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(8)



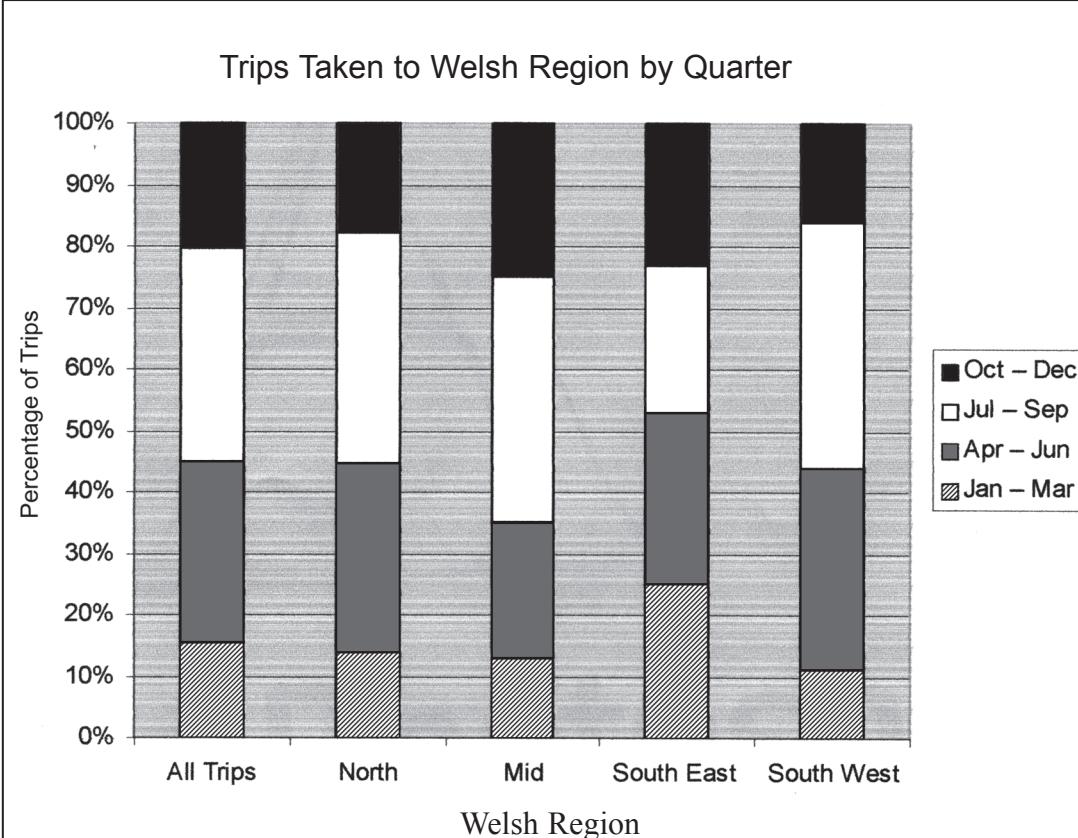
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Each year, the Wales Tourist Board undertakes research and produce statistics. Organisations in the travel and tourism industry can use these statistics to assist in developing their products and services and their operations.

Use the statistics below to answer Question 1 (c)

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Domestic UK Trips to Wales by Region of Origin

	All Trips %	North %	Mid %	South East %	South West %
England	75	84	71	72	65
Wales	22	15	25	22	32
Scotland	2	0.5	3	4	3
N. Ireland	0	0.4	0	1	1
English Region					
North East	1	0.6	1	1	1
North West	19	39	22	3	9
Yorks/Humber	4	5	2	7	3
East Midlands	4	5	3	6	2
West Midlands	19	20	30	13	15
South West	8	5	6	10	12
Eastern	4	3	2	5	9
London	6	2	7	12	3
South East	10	5	9	17	12
BASE	8.9m	3.3m	1.5m	2.2m	1.9m

(Source: www.wtborline.gov.uk)



(c) Explain how the farm can use the statistics to increase its occupancy rates.

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(4)

Q1

(Total 18 marks)



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Peniswarwaen Farm currently only makes four of its bedrooms available for tourists. Accommodation is sold on a bed and breakfast basis. Evening meals are also available by arrangement. There are plans to convert one of the barns to provide more accommodation and a dining area. As the farm is remote, the owner will arrange transfers to and from the nearest railway station, if required.

One characteristic of the travel and tourism industry is that it can have positive and negative impacts on its host environment.

2. (a) Explain the positive and negative impacts that tourists to the farm could have on its host environment.

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(8)



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One other characteristic of the travel and tourism industry is that it is vulnerable to external pressures. One external pressure is economic climate.

- (b) Explain how the farm could adapt in response to this external pressure.

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(6)



- (c) Describe in detail **one** specific example of one other external pressure that you have researched.

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(4)

Q2

(Total 18 marks)



There are other characteristics of the travel and tourism industry.

3. (a) The farm is planning to attract business tourists. Suggest how the farm could use technology to adapt its products and services to meet the needs of business tourists. Justify your answers.

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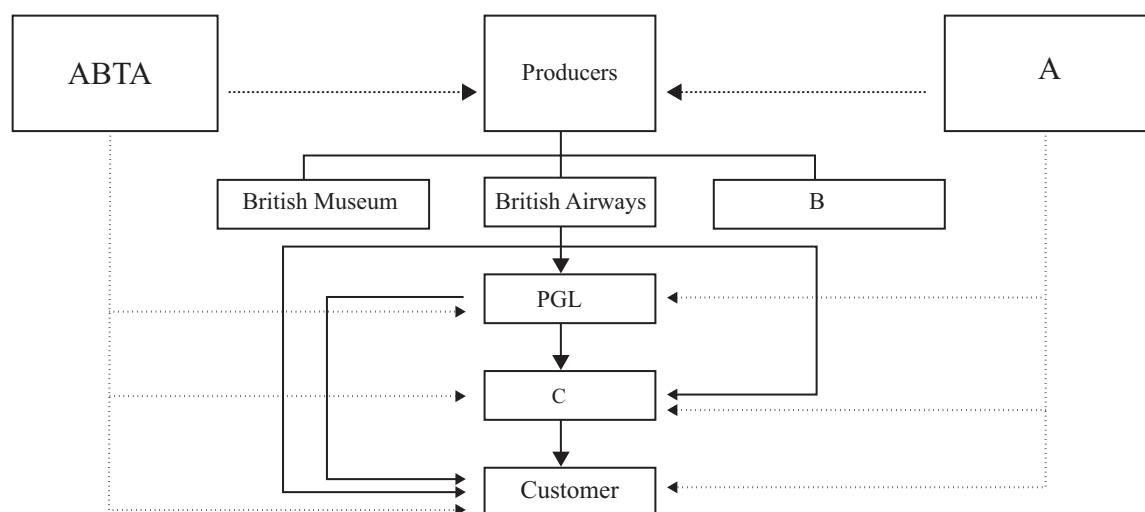


<p>(b) Describe how one travel and tourism organisation you have researched has made use of technology.</p> <p>Organisation</p> <p>Description</p> <p>.....</p> <p style="text-align: right;">(6)</p> <p style="text-align: right;">(Total 14 marks)</p>	<p>Leave blank</p> <p>Q3</p>



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4. 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) Give the name of **one** example of an organisation for each box identified with a letter in the diagram.

A

B

C

(3)

- (b) The tour operations sector of the industry is often said to be dominated by ‘the Big Four’. Give the names of the **four** largest UK tour operators that make up the Big Four.

1

2

3

4

(4)



- (c) The four largest tour operators are all vertically integrated. Explain what is meant by the term *vertical integration*.

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(4)

- (d) Explain how the four largest tour operators can affect the chain of distribution of the travel and tourism industry.

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(6)

Q4

(Total 17 marks)



5. There are a number of factors that have led to the development of tourism since the Second World War. One of these is product development and innovation.
- (a) Describe **one** example of product development and innovation and explain how it has led to the development of tourism.

Example

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Explanation

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(6)

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Socio-economic factors have also led to the development of travel and tourism.

- (b) Analyse how socio-economic factors have led to the current characteristics of the travel and tourism industry.

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(8)

Q5

(Total 14 marks)



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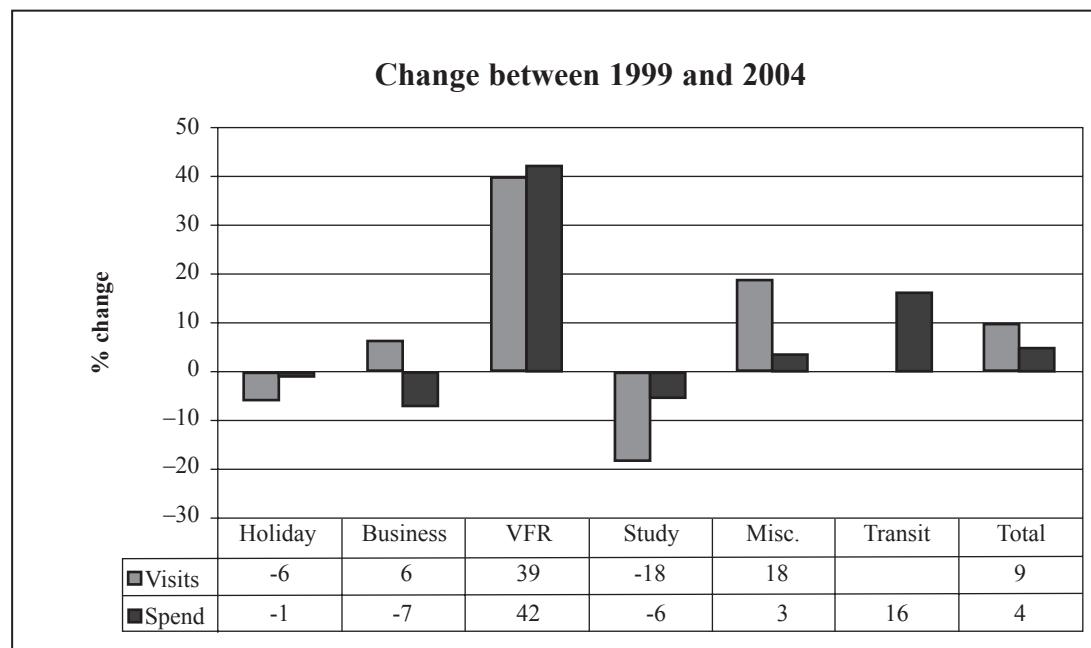
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6. Use the table and graph below to answer the following questions:

Overseas Visitors to the UK 1999 and 2004 (change over 5 years)

	Visits (000)			Spend (£m)		
	1999	2004	% chge	1999	2004	% chge
Holiday	9,826	9,275	-6	4,251	4,218	-1
Business	7,044	7,470	6	3,967	3,682	-7
VFR	5,640	7,861	39	2,133	3,026	42
Study	718	585	-18	1,113	1,050	-6
Misc.	2,166	2,564	18	996	1,027	3
Transit				39	45	16
Total	25,394	27,755	9	12,498	13,047	4



(Source: International Passenger Survey, Office for National Statistics)

- (a) Calculate the spend per visit in 2004 for overseas visitors on holiday, on business and visiting friends and relatives (VFR). Complete the table below.

Type of overseas visitor	Spend per visit in 2004
Holiday	
Business	
VFR	

(3)



(b) Analyse the data given in the statistics.

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(6)

Q6

(Total 9 marks)

TOTAL FOR PAPER: 90 MARKS

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