



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

**Read the following information before answering Question 1.**

The package holiday is still a popular product. In 2006, approximately 18.8 million were sold, compared with 15.4 million ten years ago.

44.8 million trips were taken abroad by British residents in 2006 but the proportion taken as package holidays has fallen, as more people are choosing to travel independently.

(Source: adapted from ABTA 'Holiday Trends 2007')  
© ABTA The Travel Association

1. (a) Define the following types of tourism.

Package .....

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Independent .....

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(b) Describe how the **booking process** of an independent tourist may differ from that of a package tourist.

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Q1

(Total 10 marks)



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**Read the following before answering Question 2.**

A PLEA FROM THE PEOPLE OF GREENLAND –  
STOP STANSTED AND HEATHROW EXPANSION

Aviation is the UK's fastest growing cause of climate change, and my people are experiencing its worst effects first hand. Climate change has led to disappearing ice, changing animal migration patterns and eroding shores.

For generations Inuit (Eskimos) have lived at one with their environment, travelling safely on the sea ice to hunt seals, whales and walrus. It is now difficult and even dangerous to travel to many of our traditional hunting sites.

What is happening in the Arctic will cause sea levels to rise all over the world, so this will affect you too.

So my plea is for some moderation. Please ask your Government not to agree to further airport expansion, such as at Stansted and Heathrow.

For the sake of my people today and your people tomorrow and for the sake of all our children. For the sake also of your wildlife and everything else in the world's precious and fragile environment that is more important than holiday flights.

Yours with hope

Aggaluk Lynge  
Leader of Greenland's Inuit Human Rights Council.

(Source: adapted from an advertisement in *The Daily Telegraph*, October 18th 2007)



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2. One characteristic of the travel and tourism industry is that it is 'subject to external pressures'.

'Climatic changes' is an external pressure.

(a) Describe what is meant by 'climatic changes'.

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(2)

**Read both 2(b)(i) and 2(b)(ii) before answering this question.**

(b) (i) Other than the example in the advertisement from The Daily Telegraph, describe an example of climatic change that you have researched or studied in class.

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(b) (ii) Assess the effects of the climatic change you have described in 2(b)(i) on the tourism industry.

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Another external pressure is 'government legislation'.

Government legislation could be used to halt the expansion of Stansted and Heathrow airports.

(c) Explain how the operation of charter airlines could be affected if this happened.

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Q2

(Total 16 marks)

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**3. Sailaway Cruises is a fictitious organisation.**

Sailaway Cruises is a UK based company, which, for the first time last summer, operated fly cruises to its medium sized cruise ship 'The Horizon' in the Western Mediterranean. The ship has a small pool, large deck areas, two restaurants, both of which are waiter service, three bars and a theatre. The evening entertainment provided on board is predominantly classical music, West End style shows and occasional guest singers from the UK. The majority of the cabins are twins (two single beds).

On analysing the client profile at the end of the summer season, it found that the majority of customers are over 55, and occupancy rates are averaging 70%.

The objectives of Sailaway Cruises are:

- to increase occupancy rates
- to increase market share, whilst retaining a high quality product
- to lower the age profile of its customers.

Sailaway Cruises is keen to attract more families to its ship.

(a) Describe **three** additional products or services which could be provided to attract more families.

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(b) Explain how attracting more families may help Sailaway Cruises meet its objectives.

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One of the characteristics of the travel and tourism industry is that it has both positive and negative impacts on the host environment.

The host environment in this example is both the sea and the ports visited.

(c) Comment on the positive **and** negative impacts that the cruise industry has on its host environment.

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Q3

(Total 18 marks)



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4. The following statistics are adapted from the VisitBritain report ‘Market Focus – Inbound visitors aged 16 to 24’ (published in September 2007).

**Table 1 – Visitors to Britain in 2006**

	Visitors aged 16–24	Visitors of all ages	16–24 market share
Visits (000’s)	4,125	32,713	13%
Nights (000’s)	64,916	273,417	24%
Spend (£m)	2,322	16,002	15%
Nights per visit	15.7	8.4	

- (a) Calculate the spend per visit of visitors of all ages.

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- (b) Calculate the spend per visit of visitors aged 16–24.

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(c) Using the data in the table, analyse the relationship between nights and spend of visitors aged 16–24 to Britain in 2006.

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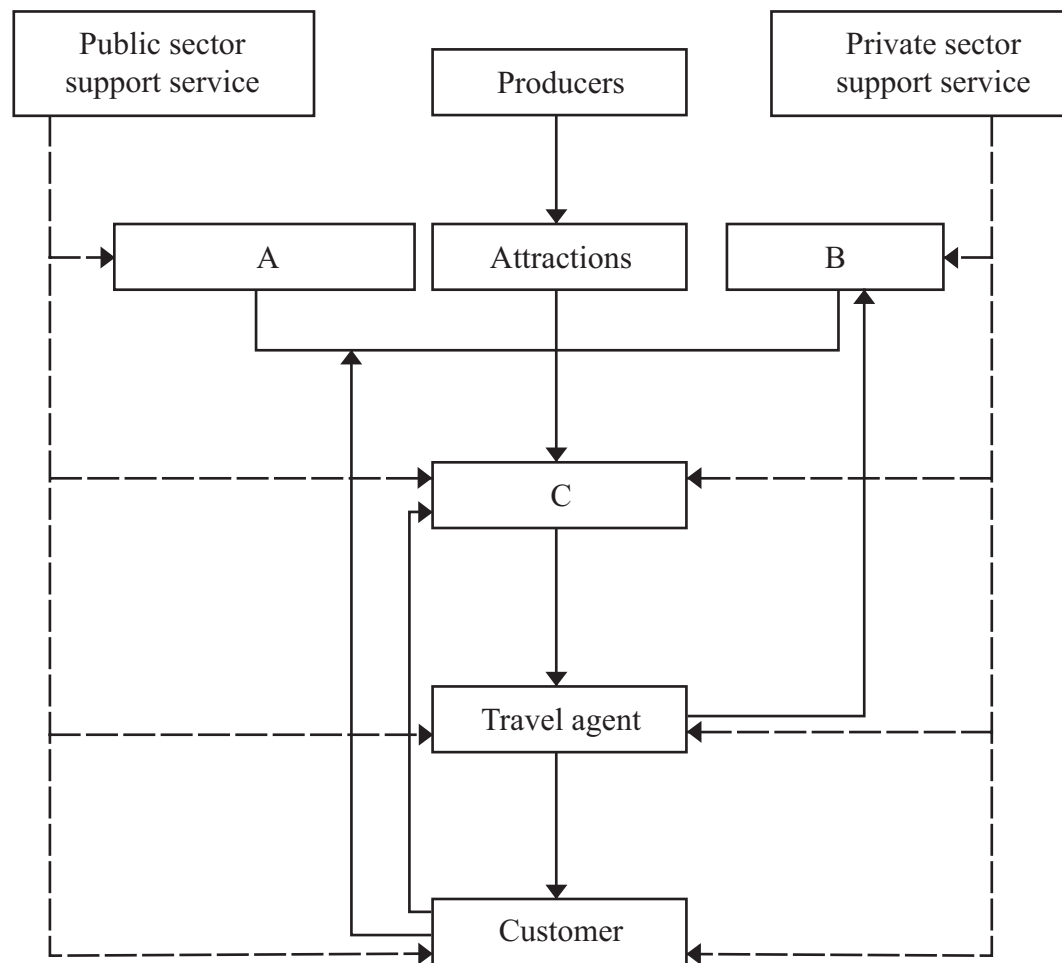
Q4

(Total 10 marks)





The structure of the travel and tourism industry is often represented as a diagram known as the chain of distribution. Travel agencies are an important link in the chain of distribution.



(c) For each of the boxes A, B and C, name an **example** of a company from each sector.

A .....

B .....

C .....

(3)



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Many multiple travel agencies are part of vertically integrated organisations.

(d) Explain what is meant by the term 'vertical integration'.

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(e) Assess the **impact** of vertical integration on small independent travel agencies.

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Q5

(Total 22 marks)





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**Turn over for Question 6**



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6. One characteristic of the travel and tourism industry is that it is 'predominantly private sector led'.

(a) Explain how this characteristic applies to the **attractions sector** of the travel and tourism industry. Use examples to support your answer.

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(b) Assess how being predominantly private sector led enables the **attractions sector** to adapt to 'changing consumer needs'.

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Q6

(Total 14 marks)

**TOTAL FOR PAPER: 90 MARKS**

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