

Write your name here

Surname

Other names

Centre Number

Candidate Number

**Edexcel GCE**

# Travel and Tourism

**Advanced Subsidiary**

**Unit 1: The Travel and Tourism Industry**

Tuesday 17 May 2011 – Morning

**Time: 1 hour 30 minutes**

Paper Reference

**6987/01**

**You must have:**

Calculator.

Total Marks

## Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and candidate number.
- Answer **all** questions.
- Answer the questions in the spaces provided  
– *there may be more space than you need.*

## Information

- The total mark for this paper is 90.
- The marks for **each** question are shown in brackets  
– *use this as a guide as to how much time to spend on each question.*
- Quality of written communication will be taken into account in the marking of your responses to questions 2(b) and 3(d). These questions are indicated with an **asterisk** (\*)  
– *you should take particular care on these questions with your spelling, punctuation and grammar, as well as the clarity of expression.*

## Advice

- Read each question carefully before you start to answer it.
- Keep an eye on the time.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

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

- 1** Incoming tourists often travel by coach in groups. In the UK, they visit our historic cities, usually staying only one day in each city. One city popular with incoming tourists is Edinburgh. It is the second most visited city in the UK, and received 1.19 million incoming tourists in 2008.

(Source: adapted from [www.visitbritain.co.uk](http://www.visitbritain.co.uk))

(a) Define the term 'incoming tourism'.

(2)

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**Read the following extract before answering Question 1(b).**

### Edinburgh



Edinburgh has more attractions in its city centre than any other European capital. Seeing all the sights in Edinburgh can take at least 2–3 days which is why many visitors go away saying '*there is too much to do and see in Edinburgh and too little time*'.

Most of the attractions are historical and are located in the 'Old Town', a medieval area in the heart of Edinburgh. Firstly, there's **Edinburgh Castle**, Scotland's number one visitor attraction. Then there's the **Royal Mile**, Edinburgh's famous historical street which links the Castle with **Holyrood Palace**, the Queen's home in Edinburgh.

Close to the Castle is the main shopping area, Princes Street. Edinburgh's two main art galleries, the **Royal Scottish Academy** and the **National Gallery of Scotland**, are also on Princes Street.

Edinburgh also has natural attractions, including two extinct volcanoes. One is the **Castle Rock** on which Edinburgh Castle is built and the other is known as **Arthur's Seat** in Holyrood Park. These offer stunning views over Edinburgh.

(Source: adapted from [www.stuckonscotland.co.uk/edinburgh/attractions](http://www.stuckonscotland.co.uk/edinburgh/attractions);  
image source [www.scotland-flavour.co.uk](http://www.scotland-flavour.co.uk))



(b) (i) Name **two** features/attractions in Edinburgh that would appeal to incoming tourists.

(2)

1 .....

2 .....

(ii) Explain why the features/attractions in Edinburgh would appeal to incoming tourists.

(4)

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Read the following extract before answering Question 1(c).

### Edinburgh West Apartments

A fantastic base for exploring historic Edinburgh, this exclusive four star complex of 10 one-bedroom apartments is situated just 2½ miles west of the city centre. A bus to all areas of the city stops close by, and will take you to the centre in 10 minutes. Alternatively you could take a taxi, which takes 5 minutes.

Features of the apartments include:

Free car parking

Pets allowed

Secure entry system

One double bedroom, with en-suite bathroom

Flat screen TV with freeview, satellite, sports and movie channels in lounge area

Kitchen with cooker, microwave, fridge and washer/drier

Cots and highchairs (on request)

Extra details:

2 night minimum stay

Price from £48 per apartment per night

Customer review:

*"It was a great apartment. Easy commute to the city centre – £3 buys a day ticket which you can use on any bus."*





The apartment owners are keen to attract more customers, as they have only taken a few bookings for next year so far.

(e) Describe **two** improved or new products/services that would make Edinburgh West Apartments **more** appealing to each of the following customers. Justify your suggestions.

(6)

(i) Business customers

Suggestion

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Justification

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(ii) Families

Suggestion

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Justification

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**(Total for Question 1 = 22 marks)**



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Read the following article before answering Question 2.

### Adventure Calls

If you're looking for the ultimate adventure weekend in Wales, Preseli Venture offers an exciting outdoor break on the wild and beautiful north Pembrokeshire coast.

On our **Adrenalin Adventure Break** we'll give you the opportunity to:

- escape from the reality of daily life
- experience unique adventure activities
- take time out to enjoy the unspoilt countryside and coastline of Britain's only coastal national park.

#### What activities can I do?

**Coasteering** The ultimate coastal adventure – climb cliffs, jump and swim into a whole new world of swirling ocean swells and sea caves – a truly wild environment.



**Sea kayaking** Rocks, caves, waves, surf, beaches, harbours, seals, birds and much more make this a real sea kayaker's paradise. There's no better way to explore this wonderful national park coastline than from a kayak.



**Surfing** Ride the waves! With a little help from our talented instructors you'll be standing up in no time.

**Coastal hiking** Walk amidst the spectacular cliff top scenery, among the wildlife and wild flowers.

#### Adrenalin Adventure Break prices per person

Jan–March **£199**, April–May **£209**, June–Sep **£219**, Oct–Dec **£209**,  
Bank Holidays **£219**

#### Prices include:

- 2 nights' accommodation at the **5 Star Preseli Venture Eco Lodge**
- home cooked food Friday evening to Sunday afternoon
- 3 half day activity sessions
- all specialist and safety equipment and qualified instruction
- transport for all activities
- transfers to/from the train station.

(Source: adapted from [www.preseliventure.co.uk](http://www.preseliventure.co.uk))







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 the Pembrokeshire Coast National Park, the sea, local businesses and people.

(c) Describe the impacts that Preseli Venture's Adrenalin Adventure Breaks may have on the host environment.

Positive impacts

(4)

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Negative impacts

(4)

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Support organisations, such as the Campaign for National Parks have been established to protect natural environments.

(d) Name **two other** support organisations which have a responsibility to protect landscape and/or buildings in the UK.

(2)

1 .....

2 .....

Travel and tourism organisations in the UK have been influenced by changing 'expectations and fashions'. One example is the increased demand for 'adventure' holidays, both in the UK and overseas. Holiday companies such as Preseli Venture have developed the Adrenalin Adventure Break to meet this demand.

(e) Describe **two other** examples of how travel and tourism organisations have developed their products/services to respond to changes in 'expectations and fashions'. You should use examples of organisations which you have researched or studied in class.

(4)

1 .....

2 .....

**(Total for Question 2 = 24 marks)**



3 'Government legislation' is one of the external pressures to which the travel and tourism industry is vulnerable.

(a) State **two other** examples of 'external pressures'.

(2)

1 .....

2 .....

Read the following information before answering Question 3(b).

### The Parent Trap

Families booking package holidays in the Easter and Summer holidays are facing massive price increases, compared to if they were to travel in term time. It is against the law to take your children out of school in term time for holidays.

#### How the costs go up

Operator	Accommodation and destination	Price in term time	Price in school holidays	Increase
Thomas Cook	Econolodge Suites, Florida	£2,874	£5,232	82%
First Choice	Bahama Bay Resort, Florida	£3,435	£5,758	67%
Thomas Cook	Grand Hotel, Marmaris, Turkey	£1,293	£1,814	40%

Prices are for two weeks for a family of four, based on costs for Easter 2010.

The UK Government Education Secretary is taking tough action on parents who remove their children from school in term time. A spokesperson said;

"Penalty notices (fines) can be issued where a parent has failed to ensure their child's regular school attendance, including holidays taken in term time without the school's permission. Ultimately, they could be fined £2,500 or even jailed."

The National Association of Head Teachers accused the travel industry of 'cashing in on responsible parents'.

(Source: adapted from 'The Parent Trap', Sean Poulter © The Daily Mail 2010)







The nature of the travel and tourism industry is that its products, such as package holidays, are said to be 'perishable'.

- (e) (i) Explain what is meant by the term 'perishable' in the context of the travel and tourism industry. You may include an example in your answer.

(2)

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- (ii) Explain how travel agents and tour operators could address the problem of 'perishability'.

(4)

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**(Total for Question 3 = 24 marks)**



4 One of the roles of VisitBritain is to produce statistics on tourism.

(a) Describe **one other** role of VisitBritain.

(2)

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Tourism is an important source of income for many areas of the UK. Cornwall is one of the most popular holiday destinations. Study the following statistics on tourism in Cornwall, before answering Question 4(b).

**Holiday tourism in Cornwall 2002–2008**

	2002	2003	2004	2005	2006	2007	2008
<b>Visits (000)</b>	109	153	156	168	160	222	174
<b>Nights (000)</b>	702	858	1,083	935	1,081	1,360	1,190
<b>Spend (£m)</b>	30m	40m	47m	62m	40m	66m	58m
<b>Spend per night</b>	<b>(ii)</b>	£46.62	£43.40	£66.31	£37.00	£48.53	<b>(iii)</b>
<b>Spend per visit</b>	£275.23	£261.44	£301.28	£369.04	£250.00	<b>(iv)</b>	£333.33

(Source: [www.visitbritain.org/insightandstatistics](http://www.visitbritain.org/insightandstatistics))

(b) (i) Which was the most successful year for tourism in Cornwall in terms of visits, nights and spend?

(1)

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(ii) Calculate the spend per night in 2002.

(1)

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(iii) Calculate the spend per night in 2008.

(1)

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(iv) Calculate the spend per visit in 2007.

(1)

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Read the following article before answering Question 4(d).

### Can Johnny Depp boost tourism in Cornwall?



Hollywood hunk Johnny Depp is tipped to send British tourism soaring in 2010. He starred in *Alice in Wonderland* which was filmed at Antony House, a historic National Trust property in Torpoint, Cornwall. As a result, the National Trust is expecting tens of thousands of extra visitors. A spokesperson said that the National Trust had earned up to £3 million from films since 2007.

A report that Johnny Depp will be filming parts of the next 'Pirates of the Caribbean' movie in St Ives, Cornwall may be the boost that the county needs, especially if his co-star is, as rumoured, to be Penelope Cruz. Its narrow streets, vertical cliffs, beach and pounding seas are spectacular. The film is due to be released in 2011.



(Sources: adapted from [www.guardian.co.uk](http://www.guardian.co.uk) © Guardian News and Media Ltd. 2010 and [www.thesun.co.uk](http://www.thesun.co.uk) 11 February 2010; image of Antony House © John Warbuton-Lee Photography/Alamy)



(d) Explain how the filming of these two movies may influence tourism in Cornwall. In your answer you may consider:

- types of tourist
- length of stay
- tourism spend
- visitor numbers.

(6)

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(e) Name **two other** destinations which have attracted tourists as a result of a film or television programme/coverage.

(2)

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2 .....

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**(Total for Question 4 = 20 marks)**

**TOTAL FOR PAPER = 90 MARKS**



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