

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**

Thursday 12 January 2012 – 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.*
- You may use a calculator.

## 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(e) and 4(b). 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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**PEARSON**

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

**Some questions must be answered with a cross in a box ☒. If you change your mind about an answer, put a line through the box ☒ and then mark your new answer with a cross ☒.**

**Read the following information before answering Question 1(a).**

**Founder of the package holiday dies**

Vladimir Raitz, a pioneer of the package holiday industry, died in August 2010. He played a vital role in the development of the UK travel industry as we know it today. He founded the tour operator Horizon Holidays.

He offered the first charter flight to customers, from London Gatwick to Corsica, in May 1950. Accommodation was in tents. The total price was £32.50

(Source: adapted from © travelweekly.co.uk)

**1 (a) (i) Define the term 'package holiday'.**

**(2)**

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**(ii) Define the term 'charter flight'.**

**(2)**

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

Raitz had to overcome barriers imposed by the government to enable him to expand his company and the range of holidays it offered. One barrier was the restriction on spending money holidaymakers were allowed to take overseas. In the 1960s the spending money allowance was only £25 per person.

This is an example of how government legislation affected the travel and tourism industry.

(b) Identify **one** other example of government legislation and explain how this legislation has affected the travel and tourism industry.

Legislation

(1)

Explanation

(3)



Package holidays have changed a lot since 1950.

(c) Explain the changes in package holidays from 1950 to the present day. In your answer you should consider:

- changes in destinations
- changes in types of holiday.

(12)

Dotted lines for writing the answer.



In the 1960s, holiday bookings would have been taken over the telephone or in a travel agency.

(d) Explain how package holiday booking methods have changed because of the introduction of new technology.

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**(Total for Question 1 = 26 marks)**



Read the following information before answering Question 2.

### No-frills Tune Hotels to open in London

The rooms will cost £35 a night for a bed, power-shower and central London location.

However, there are extra charges:

Luggage storage £2, room cleaning £7.50, use of hairdryer £2 and £1 per towel used.

Fifteen of these hotels are scheduled to open across London by 2017, creating an additional 1500 rooms in the capital.

An executive of Tune Hotels commented:

“It’s all about choice. There are plenty of 4 and 5 star hotels if that is what you want. We believe that our concept encourages guests to spend less on the hotel, meaning more spend outside the hotel in the local community.”

An editor of a travel guide commented:

“London is one of the most competitive cities for hotels in the world. There are also many other budget chains in the city, so this is not really a new concept.”

Tune Hotels customers in Malaysia commented:

“The rooms are sometimes noisy and there is a lack of floor space, but the price and convenience are good – they are no-frills hotels.”



(Source: adapted from © Associated Newspapers Ltd  
Image source: © Tune Hotels)



Tune Hotels is a budget hotel chain.

2 (a) Name **one** other 'no-frills' or budget hotel chain.

(1)

(b) Evaluate the suitability of a Tune Hotel in central London for each of these customer types.

(6)

(i) An incoming business traveller arriving from South Africa staying for one week.

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(ii) A student staying for one night to attend a university interview.

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(c) Describe **three** additional products/services that a Tune Hotel could provide to help it to appeal to the **family** market.

(6)

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**Question 2 continues on the next page.**



The travel and tourism industry is one of the largest industries in the UK.

One of the external pressures to which the travel and tourism industry is vulnerable is the 'economic climate'.

The poor economic climate in the UK has led to spending cuts and job losses.

Use the following table to answer Questions 2(d) and 2(e).

**Tourism trends 2008–2009**

Type of tourism	Visits 2008	Visits 2009
Visits abroad by UK residents	69 million	58.6 million
Visits to the UK by overseas residents	31.9 million	29.9 million
Business visits abroad by UK residents	8.9 million	6.9 million
Domestic visits – overnight trips	118 million	126 million

(Source: adapted from © 2009000819 HSMO Crown Copyright)

(d) Visitor numbers change from year to year.

Use the information given in the table to answer (i), (ii) and (iii).

- (i) State which **type of tourism** experienced the largest drop in numbers of visits between 2008 and 2009.

(1)

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- (ii) What was the increase (in millions) in domestic visits between 2008 and 2009?

(1)

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- (iii) The number of business visits abroad by UK residents fell by two million. What percentage decrease is this?

(1)

- A 2%
- B 12%
- C 22%
- D 32%



\*(e) Analyse the tourism trends between 2008 and 2009. In your answer you should consider both the information given in the table and the economic climate.

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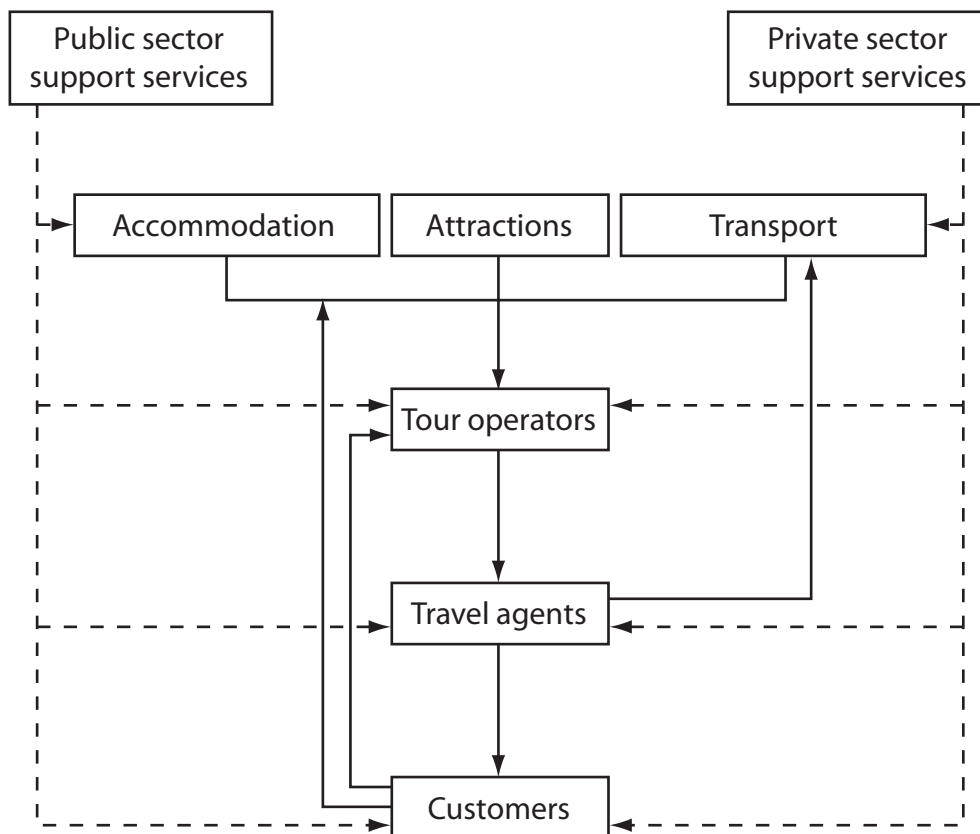
**(Total for Question 2 = 22 marks)**



3 The travel and tourism industry is comprised of different sectors, which all have different roles. The way they interrelate can be seen on the chain of distribution.

Read the following before answering Question 3(a).

**Chain of distribution (showing sectors of the industry)**



Peter and Melissa have just booked their honeymoon. They are flying from East Midlands Airport with easyJet to Tenerife on the Monday morning following their wedding on the Saturday. They have booked a hire car with Europcar which they will collect on arrival at Tenerife airport. They will then drive to their hotel, the Las Dalias Hotel in Playa de Las Americas, where they will stay for seven nights. They are really looking forward to this as they have read excellent reviews of this hotel on TripAdvisor, on the Internet. Whilst in Tenerife they will visit Siam Park, a new water park.

(a) Use the information given to identify the **sector** of the travel and tourism industry to which each of the following organisations belong.

(5)

easyJet

Europcar

Las Dalias Hotel

TripAdvisor

Siam Park

Peter and Melissa have booked an 'independent' holiday.

(b) Describe the features of an 'independent' holiday.

(4)



**Read the following information before answering Question 3(c).**

Peter and Melissa have decided to park their car at the airport. They have researched the options, which are shown in the following table.

**Car parking at East Midlands Airport**

<b>Car park</b>	<b>Transfer time to airport</b>	<b>Frequency of transfers</b>	<b>Details</b>	<b>Cost 7 nights parking</b>
Airpark	8 minutes	Every 20 minutes	Park and ride Transfer by bus	£39.99
Long stay 2	Walking distance	Walking distance	Close to the terminal	£49.99
Short stay	Walking distance	Walking distance	Directly outside terminal	£144.00
Prestige executive	Walking distance	Walking distance	Includes car wash, and polish, inside and out	£72.94
Thistle Hotel	On airport	Walking distance	Includes double room with breakfast night before departure	£84.00



(c) Assess the parking options for Peter and Melissa. Recommend a suitable option for them and justify your recommendation.

(8)

Assessment of options

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Justification

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An example of interrelationship is East Midlands Airport working with the Thistle Hotel to provide accommodation and parking for customers before their flight.

(d) Describe **one** other example of interrelationships, within the travel and tourism industry, that you have researched or studied in class.

(3)

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**(Total for Question 3 = 20 marks)**





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**Question 4 starts on the next page.**



Read the following before answering Question 4(a).

### Zip-wire with a view

Visitors to the Lake District National Park could soon experience its beauty while whizzing through the air on a zip-wire as part of a new visitor attraction.

There is a plan to build a long zip-wire from the top of the 2126 ft (648 m) Fleetwith Pike, carrying thrill seekers to the ground below. Conservationists say that this development, in one of Britain's most remote and beautiful landscapes, would disturb other visitors and spoil the area. Access to the site is by a very narrow road, and the only accommodation close by is a campsite and a farm which offers bed and breakfast. Public transport in the area is limited and infrequent.

A spokesperson for Friends of the Lake District, a charity, said, 'it is just the wrong place for a new attraction that would bring in large numbers of visitors to this outstanding landscape'.

A frequent visitor to the Lakes, Jeff Somers said, 'I am horrified to learn of these plans. The peace and tranquillity will be totally spoiled'.

The developer said, 'It will help to retain existing tourists in the area for a longer period of time, as well as attracting new ones by providing a new and exciting attraction'.



(Source: adapted from © Associated Newspapers Ltd, © Brian Sherwen Photographic Services)



4 Visitor attractions are an important part of the travel and tourism industry.

However, they have both positive and negative impacts on their host environment.

(a) Identify **two** positive and **two** negative impacts that the new zip-wire attraction may have on this area of the Lake District.

(4)

Positive

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Negative

1 .....

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2 .....

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\*(b) Write a letter to the editor of a national newspaper, expressing your views on the advantages **or** disadvantages of the proposed development.

You should choose to either support or object to the proposed zip-wire attraction.

Place a cross ☒ in the appropriate box:

- Supporting zip-wire attraction
- Objecting to zip-wire attraction

(8)

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The zip-wire attraction will affect the Lake District National Park, a countryside area.

Visitor attractions are also found in towns, cities and seaside resorts.

(c) Describe how **one** visitor attraction that you have researched or studied in class has had an impact on its host environment.

**You should use an attraction in your local area, the UK or overseas.**

(4)

Name of visitor attraction .....

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**Question 4 continues on the next page**



Museums are another type of visitor attraction.

(d) Explain how museums have responded to changing customer needs in the last ten years.

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**(Total for Question 4 = 22 marks)**

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**TOTAL FOR PAPER = 90 MARKS**



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