

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 15 May 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.*

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(d) and 4(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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PEARSON

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

1 There are many different types of tourism.

One type of tourism is VFR.

(a) (i) State what is meant by VFR.

(1)

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(ii) Describe an example of VFR.

(2)

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Another type of tourism is 'adventure tourism'.

(b) (i) Define the term 'adventure tourism'.

(1)

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(ii) Describe an example of 'adventure tourism'.

(2)

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Use the following information to help you answer Questions 1(c) and (d).

The travel and tourism industry is subject to external pressures.

Losses at easyJet

In 2010, severe weather and air traffic control strikes in Europe cost easyJet £31 million. Shares fell on the stock market as a result. The airline was also affected by the rising cost of oil. However, their income increased by 7.5% to £654 million. To try to increase income further, the airline plans to put three extra aircraft into service, and hire more standby staff to ensure that flights can take off even if crew are stranded elsewhere because of strikes or severe weather.

(Source: based on an article from the *Daily Mail*)

(c) Using the information in the article, identify **three** examples of external pressures which have affected easyJet.

(3)

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(d) Explain other ways that airlines have responded to the poor economic climate of recent years.

(6)

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The products/services offered by travel and tourism organisations are said to be 'perishable'.

(e) (i) Define the term 'perishable' in the context of airlines.

(2)

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(ii) Explain how the airline industry overcomes the 'perishable' nature of its seats on flights.

(3)

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(Total for Question 1 = 20 marks)



Read the following information before answering Questions 2(a) and (b).

Thomas Cook and Co-operative Travel agents to merge

Plans were revealed today to merge these two high street travel agencies. With more than 1,200 shops, the newly formed company will be the UK's largest multiple travel agent. Savings of around £35 million a year are expected, achieved through job losses, agency closures and combining the two head offices into one.

Thomas Cook will own 70% of the new company.

(Source: adapted from © Press Association)

2 (a) The merger of the Thomas Cook and Co-operative Travel agencies is an example of horizontal integration.

Describe **one** other example of horizontal integration in the travel and tourism industry. You should name the organisations involved.

(2)

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(b) Thomas Cook is also a 'vertically integrated' company.

Explain what is meant by the term 'vertical integration'. You should use an example to support your answer.

(3)

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Read the following information before answering Question 2(c).

The Global Travel Group

When you join the Global Travel Group you become a member of one of the largest groups of independent travel agents in the UK.

Benefits

- Group ATOL licence, which protects your customers' holidays whether booking traditional package holidays or tailor-made packages.
- Customer Protection Guarantee, similar to ABTA membership, which protects your customers' money in case of the financial failure of an agent or operator.
- Top quality equipment, including computer hardware and software, and support package.
- Commercial agreements, including discounts and extra commission, with a wide range of tour operators, airlines, accommodation providers, insurance providers, car hire and airport services.
- Training and support for your staff, including reduced price personal travel and educational visits.
- Marketing support, eg advertising, window displays, cards, posters.

The cost to join is £19,995 for each independent travel agency.

(Source: adapted from www.globaltravelgroup.com)

The Global Travel Group is a group of 'independent' travel agencies.

(c) Describe what is meant by an 'independent' travel agent.

(2)

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Question 2 continues on the next page.



All travel agencies have to motivate customers to book holidays with them. One of the ways high street agencies do this is to have a range of brochures on display.

Use the following brochure information to answer Question 2(f).

7 Nights in Ibiza
£299 each ★★



Departures: Birmingham, Manchester, London Gatwick
Date: Various departure dates in July and August 2012

The fun, sun, and party capital of the Mediterranean awaits you!

On this holiday, you will stay in a spacious one-bedroom apartment which sleeps up to five people.

They are located in the heart of San Antonio, the largest resort on the island.

The apartment has a fridge, 2 ring cooker and is air-conditioned. On the doorstep are a wide choice of bars, restaurants and clubs, and the beach is only a 10 minute walk away.

Cities and Cheetahs – South Africa
£1579 each for 17 nights ★★★★★



Departure: London Heathrow
Date: 12th September 2012

This once in a lifetime 17-day holiday departs from Heathrow with South African Airways (connecting flights are available from other UK airports at a supplement).

The first city you will visit is Cape Town, with its famous Table Mountain, where you will stay in a four star hotel for 5 nights on a bed and breakfast basis.

Then on to a safari in the Kruger National Park for 7 nights with your accommodation in luxury tents and all meals included. Daily drives into the Park to see cheetahs and other game are also included.

Your final city destination is Johannesburg from where you can visit the casino capital of South Africa, 'Sun City'. You will stay in a four star hotel for 4 nights (on a bed and breakfast basis) before your overnight flight home.

A supplement of £375 applies for a single room.

(Image Source: www.kruger-national-park.com)



Read the following information before answering Questions 3(a) and (b).

Making Waves: Britain's new ferry

P&O Ferries' new ship, the Spirit of Britain, is the largest ferry on the English Channel, at 213 metres long and 30 metres wide. She made her first crossing yesterday. She is no faster than the 25-year-old ship she is replacing. The journey took 90 minutes.

She holds 2000 passengers and twice the amount of vehicles as the ship she replaces.

The Spirit of Britain offers a more comfortable journey, with facilities such as seatback entertainment, free Wi-Fi, shops selling designer goods and more upmarket eating and drinking facilities including a waiter service restaurant, a high street coffee shop and an alfresco cafe for eating outside on sunny days.



However, she is much more environmentally friendly as she consumes no more fuel than the old ship.

There is a lot of competition for channel crossings, including French ferry operators and Eurotunnel, but a P&O Ferries spokesperson said that this ship would offer passengers 'a different product'.

(Source: based on article from *The Independent*, Images: © P&O Ferries Holdings Ltd)



3 (a) P&O Ferries is an example of a ferry operator.

Name **one** other ferry operator.

(1)

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P&O Ferries have introduced the Spirit of Britain to respond to changing customer needs, expectations and fashions.

(b) Identify **two** features of the new ship which have been introduced to meet 21st century customer needs, expectations and fashions.

(2)

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(c) Explain how the features of the new ship meet 21st century customer needs, expectations and fashions.

(4)

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(d) Other transport organisations have also adapted to meet customer needs through innovation and development of their products.

Using examples of **transport organisations** you have researched or studied in class, describe how they have responded to the following changing customer needs and expectations:

- safety and security
- speed and convenience
- excellent customer service.

You should **NOT** consider ferry operators.

(9)

A series of horizontal dotted lines for writing the answer.



(e) Tourism has positive and negative impacts on host environments.

Several new high speed rail links have been proposed in the UK. One of these is between London and Birmingham. This will reduce the journey time to only one hour and will be excellent for business people. However, some of the route will go through farms, towns and villages.

There is a lot of opposition to this plan, as local people think it will have a negative impact on the environment.

(i) Describe the possible **negative** impacts that a new high speed rail link may have on the environment.

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(ii) Using two of the negative impacts identified in 3(e)(i), suggest ways in which each could be addressed. Justify your suggestions.

(4)

Suggestion 1

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Justification

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Suggestion 2

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Justification

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(Total for Question 3 = 26 marks)



Read the following before answering Questions 4 (a), (b) and (c).

Importance of Tourism to the UK Economy

Country	Contribution to the UK Economy in 2009
England	£96.7 billion
Scotland	£11.1 billion
Wales	£6.2 billion
Northern Ireland	£4.9 billion
TOTAL UK	

One in 12 jobs in the UK is currently **directly** or **indirectly** supported by tourism.

Tourism supports 2.6 million jobs in the UK (2010 figure). This is forecasted to rise by 250,000 by 2020.

4 (a) (i) Calculate the total contribution of tourism to the UK economy in 2009. (1)

(ii) Calculate the total forecast number of jobs which will be supported by tourism in 2020. (1)

(b) (i) Identify an example of a job **directly** supported by tourism. (1)

(ii) Identify an example of a job **indirectly** supported by tourism. (1)



(c) Choose one of the following countries: Scotland, Wales or Northern Ireland.

Chosen country

Explain why your chosen country has a much smaller tourism contribution to the UK economy than England.

(4)

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

Major events such as the Royal Wedding in 2011 and the Olympic Games have shown that tourism benefits from increased publicity of the destination in terms of increased visitor numbers and spending.

The London 2012 Olympics – Key Facts

The Olympic Games will run from 27 July – 12 August 2012.

- Approximately 8 million tickets have been sold.
- A high speed rail link called the Javelin will run from central London to Stratford International station, which is a short walk from the Olympic Park.
- New hotels have been built, and accommodation is available in 120,000 rooms across the city.
- Up to 180,000 spectators per day are expected to enjoy the games at the Olympic Park. Other venues will also host events including the archery at Lords Cricket ground, the triathlon in Hyde Park and tennis at Wimbledon.
- A survey undertaken has forecast that tourism will generate £2 billion for the whole of the UK, and 54% of this will be after the Olympic Games have finished.

(Source: based on a VisitBritain Media Centre News Release)

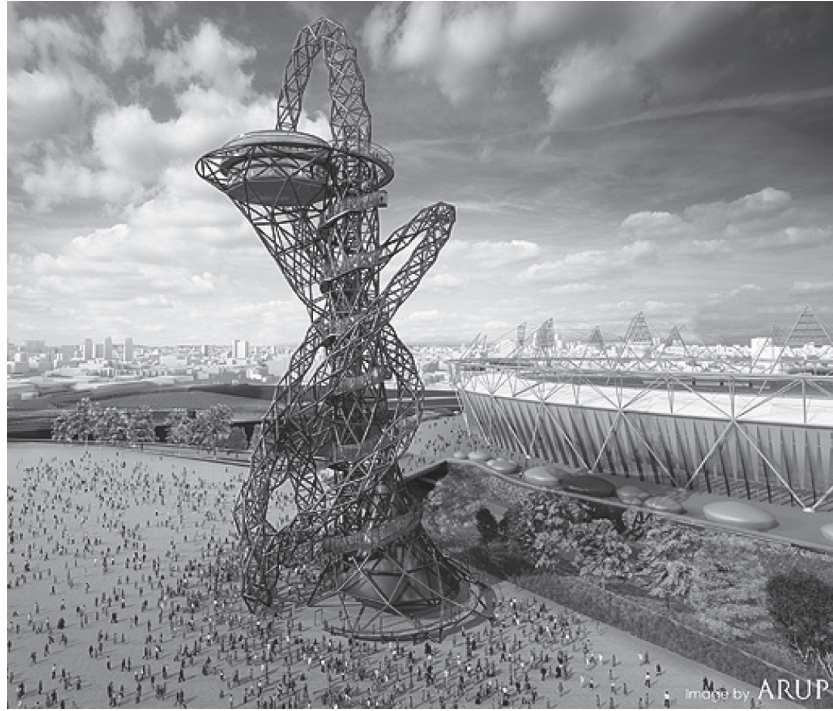


*(d) Evaluate the benefits that events such as the Olympic Games can bring to tourism in the UK both now and in the future.

(8)

A series of horizontal dotted lines provided for writing the answer to the question.





(Source: Artist's impression of the ArcelorMittal Orbit, designed by Anish Kapoor and Cecil Balmond, Arup)

A legacy of the 2012 Olympic Games will be this 114 metre tall structure, which developers believe will be a visitor attraction for many years. It is hoped that it will attract up to one million visitors a year. It will have an art gallery and a café on a platform 80 metres high.

- (e) Using your research or examples you have studied in class, describe an example of any other **recently** built statue/sculpture/tower or iconic* building that attracts tourists.

*iconic = famous or well known

(3)

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(Total for Question 4 = 19 marks)

TOTAL FOR PAPER = 90 MARKS

