Surname	Centre Number	Candidate Number
Other Names		2



### GCE AS/A level

1681/01



## TRAVEL AND TOURISM

**UNIT 1: Introducing Travel and Tourism** 

A.M. MONDAY, 11 May 2015

1 hour 30 minutes

For Examiner's use only						
Question Maximum Mark Mark Awarde						
1.	18					
2.	19					
3.	18					
4.	13					
5.	12					
Total	80					

#### **INSTRUCTIONS TO CANDIDATES**

Use black ink or black ball-point pen. Do not use pencil or gel pen. Do not use correction fluid. Write your name, centre number and candidate number in the spaces at the top of this page. Answer **all** questions.

Write your answers in the spaces provided in this booklet.

If you run out of space, use the continuation page at the back of the booklet, taking care to number the question(s) correctly.

#### INFORMATION FOR CANDIDATES

The number of marks is given in brackets at the end of each question or part-question. You are reminded of the necessity for good English and orderly presentation in your answers.



# Answer all questions.

1. Winter sports holidays such as skiing and snowboarding have become increasingly popular with **UK** tourists.





(a)	Name <b>two</b> winter sports destinations popular with <b>UK</b> tourists.	[2]
	1.	
	2.	
(b)	Outline <b>two</b> factors which have led to <i>winter sports holidays</i> becoming more popular <b>UK</b> tourists.	with [4]
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	2.	
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		Examiner
(c)	Explain why a <i>winter sports</i> holiday might be described as <i>non-standardised</i> . [2]	only
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Some	e winter sports destinations have developed their facilities and can now be described as round tourism destinations.	3
(d)	Explain why some <i>winter sports</i> destinations might also be described as year-round tourism destinations. [4]	
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(e)	Assess the likely <i>positive economic impacts</i> on local people and tourism orgathrough being year-round tourism destinations.	nisations [6]
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(a) Name two city destinations in Asia popular with many UK tourists. [2]  1	Lor	ng haul city destinations are popular with many <b>UK</b> tourists.	Exar
1. 2.  (b) Explain why a holiday to a long haul city destination might be described as perishable. [2]  (c) For one long haul destination you have studied, describe the range of either natural or built attractions. [6]			
2.  (b) Explain why a holiday to a long haul city destination might be described as perishable.  [2]  (c) For one long haul destination you have studied, describe the range of either natural or built attractions.  [6]	(4)		
(b) Explain why a holiday to a long haul city destination might be described as perishable.  [2]  (c) For one long haul destination you have studied, describe the range of either natural or built attractions.  [6]		1	
(c) For one long haul destination you have studied, describe the range of either natural or built attractions. [6]		2.	
(c) For one long haul destination you have studied, describe the range of either natural or built attractions. [6]			
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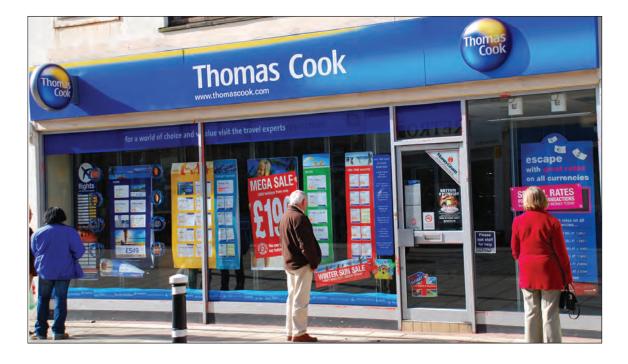


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(ii)	Assess the <i>negative impacts</i> on <i>long haul</i> tourism destinations that are likely to result from <i>external environmental pressures</i> . [6]	Exami only
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3. Travel agents and tour operators are two examples of sectors within the **UK's** travel and tourism industry.



(i)	Name <b>two UK</b> tour operators, <b>other</b> than Thomas Cook.	[2]
1.		
2.		
(ii)	Explain the role of <i>tour operators</i> within the <b>UK's</b> travel and tourism industry.	[4]
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(a)

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(d)	Discuss why it is beneficial for organisations from different sectors of the <b>UK's</b> travel tourism industry to work together.	and
	tourism industry to work together.  Give examples of how organisations from the different sectors work together.	[6]
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(a)	Explain the purpose of the Holidays With Pay Act 1938.
(a)	Explain the purpose of the Holidays With Fay Act 1936.
S <i>oci</i> ouri	o-economic factors were very important in the development of the <b>UK's</b> domestic travel sm industry after the Second World War, 1939-1945.
(b)	Outline <b>two</b> <i>socio-economic factors</i> which contributed towards the development of <b>UK's</b> domestic travel and tourism industry since 1945.
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	2.



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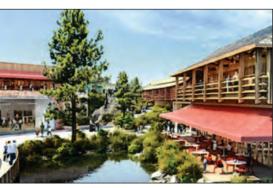


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**5.** Accommodation and transport providers are continuously developing their products and services to meet the changing needs and expectations of their customers.





(a)	Outline ways in which <b>UK</b> holiday camps have developed their products and services to meet the <i>changing needs</i> and <i>expectations</i> of their customers. [4]
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(b)	Assess the <b>UK's</b> range of transport facilities provided for <i>inbound</i> and <i>outbound</i> tourists.						
(D)	Give named examples to support your answer. [8]						
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Question number	Additional page, if required. Write the question number(s) in the left-hand margin.	Examine only
		7
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