

Surname	Centre Number	Candidate Number
Other Names		2



GCE AS/A level

1681/01



S15-1681-01

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 Awarded
1.	18	
2.	19	
3.	18	
4.	13	
5.	12	
Total	80	

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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.



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Answer all questions.

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



- (a) Name **two** winter sports destinations popular with **UK** tourists. [2]

1.

2.

- (b) Outline **two** factors which have led to *winter sports holidays* becoming more popular with **UK** tourists. [4]

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2. *Long haul* city destinations are popular with many **UK** tourists.

(a) Name **two** city destinations in Asia popular with many **UK** tourists. [2]

1.

2.

(b) Explain why a holiday to a *long haul* city destination might be described as *perishable*. [2]

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(c) For **one** *long haul* destination you have studied, describe the range of **either** natural **or** built attractions. [6]

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Some *long haul* tourism destinations are vulnerable to *external environmental pressures*.



(d) (i) Suggest **three** different types of *external environmental pressures*. [3]

- 1.
- 2.
- 3.



(ii) Assess the *negative impacts* on *long haul* tourism destinations that are likely to result from *external environmental pressures*. [6]

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3. *Travel agents and tour operators* are two examples of sectors within the **UK's** travel and tourism industry.



(a) (i) Name **two UK** tour operators, **other** than Thomas Cook. [2]

- 1.
- 2.

(ii) Explain the role of *tour operators* within the **UK's** travel and tourism industry. [4]

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Thomas Cook functions as both a *tour operator* and a high street *travel agent*.

(b) Describe the range of products and services provided by high street *travel agents*. [4]

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(c) Explain why services provided by *travel agents* might be described as *intangible*. [2]

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(d) Discuss why it is beneficial for organisations from different sectors of the **UK's** travel and tourism industry to work together. [6]
Give examples of how organisations from the different sectors work together.

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4. Various factors have influenced the development of the **UK's** domestic travel and tourism industry including the Holidays With Pay Act 1938.

(a) Explain the purpose of the Holidays With Pay Act 1938. [1]

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Socio-economic factors were very important in the development of the **UK's** domestic travel and tourism industry after the Second World War, 1939-1945.

(b) Outline **two socio-economic factors** which contributed towards the development of the **UK's** domestic travel and tourism industry since 1945. [4]

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13



- 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 **UK** holiday camps have developed their products and services to meet the *changing needs and expectations* of their customers. [4]

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Modern transport facilities have been developed to provide *inbound* and *outbound* tourists with the means to travel to and from the **UK**.

(b) Assess the **UK's** range of transport facilities provided for *inbound* and *outbound* tourists. Give named examples to support your answer. [8]

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