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General Certificate of Education
 January 2006
 Advanced Subsidiary Award



TRAVEL AND TOURISM
Unit 1 Inside Travel and Tourism

TT01

Tuesday 10 January 2006 1.30 pm to 3.30 pm

<p>You will need no other materials. You may use a calculator.</p>
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Time allowed: 2 hours

Instructions

- Use blue or black ink or ball-point pen.
- Fill in the boxes at the top of this page.
- Answer **all** questions.
- Answer the questions in the spaces provided.
- Do all rough work in this book. Cross through any work you do not want marked.
- If there is not enough space for your answer(s), use the extra page(s) at the end of the book. If you do this, make sure that you show the number of the question you are answering.

Information

- The maximum mark for this paper is 90.
- The marks for questions are shown in brackets.
- You are reminded of the need for good English and clear presentation in your answers.

For Examiner's Use			
Number	Mark	Number	Mark
1		9	
2			
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Total (Column 1) →			
Total (Column 2) →			
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Examiner's Initials			

Answer **all** questions in the spaces provided.

1 Holidays may be classified as being *domestic*, *inbound* or *outbound*.

(a) What are the advantages of taking a domestic holiday rather than an international holiday?

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(4 marks)

(b) Give reasons why the number of domestic holidays taken by UK tourists is likely to increase.

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(6 marks)

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Turn over for the next question

Turn over ▶

- 2 Read the article in **Figure 1** about the damage caused by hurricanes in the Caribbean in late August and early September 2004.

Figure 1

Trade counts cost of hurricane havoc

REPORT BY MARIA WAGLAND

SANDALS estimates Hurricane Ivan will cost it £3 million in replacement holidays as the trade begins to calculate the mounting costs of the storm that devastated the Caribbean last week.

The hurricane left a path of destruction affecting resorts in Cuba, the Cayman Islands, Florida, Grenada, Jamaica and Mexico.

Tour operators have borne the substantial cost of repatriating passengers.

Sandals' Blue Chip Guarantee means if a customer's holiday is hit at any time by a hurricane – even on the last day – the operator will provide another complete holiday free of charge.

UK managing director Bobby Stewart said: "With a storm of this magnitude we wanted to offer a way for agents to make customers happy."

Sandals, which has 14 resorts in Jamaica, is evaluating repair costs to its properties but started reopening resorts yesterday.

The Federation of Tour Operators estimates around 10 000 UK holidaymakers have been caught up in the storms.

Virgin Holidays, which had 800 customers in the region, expects its costs to reach "hundreds of thousands of pounds", mostly from chartering aircraft to transfer passengers to other resorts or back to the UK.

Virgin, along with Kuoni, Thomson and Thomas Cook, began to reopen its resorts in the Caribbean this week, but all have delayed taking customers back to Grenada, which was devastated by the storm.

Natural disasters, such as hurricanes, are seen as external pressures on the travel and tourism industry. They are unforeseen events over which the industry has no control.

- (a) Name **one** form of external pressure, **other than** a natural disaster, on the travel and tourism industry.

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(1 mark)

(b) Suggest how the business operations of UK-based travel agents and tour operators will be affected by hurricanes such as those described in **Figure 1**.

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(6 marks)

Question 2 continues on the next page

Turn over ►

(c) Outline the likely negative economic impacts on the tourism industry in the areas affected by hurricanes.

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(6 marks)

- 3 There has been a growth in the number of passengers carried by budget airlines in recent years.
- (a) What are the major differences between the products and services offered by a budget airline and those offered by a traditional airline?

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(5 marks)

Question 3 continues on the next page

Turn over ►

- (b) The dramatic increase in the number of passengers carried by budget airlines has resulted in a number of changes in other areas of the travel and tourism industry.

Explain the impact of budget airlines in recent years on the following established travel and tourism providers:

- (i) providers of package holidays

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(4 marks)

- (ii) cross-Channel ferry operators.

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(4 marks)

4 (a) Define the term *fly-drive holiday*.

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(2 marks)

(b) Evaluate the advantages of self-packaging a fly-drive holiday.

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(6 marks)

8

Turn over for the next question

Turn over ►

5 Many resorts in the Mediterranean became established in the 1960s as centres of mass tourism.

(a) What is meant by the term *mass tourism*?

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(2 marks)

(b) For **one** established tourist resort that you have studied, explain the reasons why it became a mass tourism destination.

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(6 marks)

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- 6 The short breaks offered by Leger Holidays in the advertisement shown in **Figure 2** are examples of travel and tourism products.

Figure 2

Leger Holidays

A great choice of Festive Short Breaks

There's something to suit all tastes:

- 3 to 5-day Christmas Markets
- Christmas and New Year featuring city breaks, lakes & mountains and river cruising

Plus many more!

- FREE local departures on all coach holidays
- Included excursions and visits

Reservations & Brochures

0845 458 4978

LOCAL CALL ONLY

Leger Holidays • Canklow Meadows
Bullerhampton • S60 2XR

ABTA 92962

- (a) Explain why the products of the travel and tourism industry, such as those mentioned in **Figure 2**, could be said to be:

- (i) intangible

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(2 marks)

(ii) non-standardised.

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(2 marks)

(b) Suggest **one** type of customer who would be interested in the ‘Festive Short Break’ products described in **Figure 2**, and explain why the holiday would appeal to them.

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- 7 The opening of the Channel Tunnel and the introduction of high-speed *Eurostar* trains from Waterloo Station in London have reduced journey times to many destinations in France.

Eurostar journey times are given in **Figure 3**.

Figure 3

Routes and approximate journey times	
London Waterloo to	
Paris	= 2 hours 35 minutes
Marne la Vallée (Disneyland)	= 2 hours 40 minutes
Lille	= 1 hour 40 minutes
Avignon Centre	= 6 hours
Ashford International to	
Paris	= 1 hour 55 minutes
Marne la Vallée (Disneyland)	= 1 hour 40 minutes
Lille	= 1 hour
Avignon Centre	= 5 hours

- (a) Outline the advantages to business travellers of using the *Eurostar* service to travel from London to Paris.

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(4 marks)

- (b) Many families living in different areas of the UK travel to the Paris area for short-break holidays. These families face complex decisions about how they should travel to their destination.

Evaluate the travel options available to families travelling from their homes in the UK to the Paris area.

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(9 marks)

13

Turn over for the next question

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- 8 Study **Figure 4**, which gives information about types of tourist accommodation used by UK residents in 2003.

Figure 4

	Trips %	Spending %
Hotel/Motel/Guesthouse	29	41
B&B/Farmhouse B&B	7	8
Rented House/Flat/Chalet	6	9
Hostel/University/School	1	1
Friends'/Relatives' Home	42	24
Second Home/Timeshare	2	1
Camping	3	2
Towed Caravan	2	2
Other	13	12

Note: Figures may add up to more than 100% because more than one type of accommodation was used.

- (a) What is the difference between 'second home' and 'timeshare'?

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(2 marks)

(b) Suggest reasons why, in 29% of the trips made, Hotel, Motel and Guesthouse accommodation was used but this accounted for 41% of the spending.

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(4 marks)

6

Turn over for the next question

Turn over ►

9 Major visitor attractions, such as theme parks, provide a range of products and services for different groups of customers. Many attractions have developed new products and services in recent years.

For **one** purpose-built visitor attraction that you have studied, evaluate the ways in which its products and services meet the expectations of its customers.

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(9 marks)

9

END OF QUESTIONS

QUESTION
NUMBER

Write the question number in the left-hand margin.

A vertical line on the left side of the page separates the question number column from the main writing area. The main area contains 25 horizontal dotted lines for writing.

There are no questions printed on this page

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Question 2 Figure 1: *Travel Weekly*, Reed Business Publications, 2004

Question 6 Figure 2: Leger Holidays Ltd

Question 7 Figure 3: Eurostar Ltd

Question 8 Figure 4: United Kingdom Tourism Survey (UKTS), www.staruk.org.uk