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Centre Number		Candidate Number	
Candidate Signature			

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General Certificate of Education  
June 2006  
Advanced Subsidiary Examination



**TRAVEL AND TOURISM**  
**Unit 1 Inside Travel and Tourism**

**TT01**

Thursday 15 June 2006 1.30 pm to 3.30 pm

<p><b>You will need no other materials.</b> 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		5	
2		6	
3		7	
4			
Total (Column 1)		→	
Total (Column 2)		→	
TOTAL			
Examiner's Initials			

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Answer **all** questions.

Answer the questions in the spaces provided.

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- 1** Study **Figure 1**, which gives information about the Blue Lagoon, which is a major tourist attraction in Iceland.

**Figure 1**

The image is not reproduced here due to third-party copyright constraints.  
The full copy of this paper can be obtained by ordering TT01 from  
AQA Publications. Tel: 0870 410 1036

The award-winning Blue Lagoon, located close to the international airport at Keflavik, is one of the premier attractions in Iceland. The Blue Lagoon is set in a field of volcanic rock and is attached to an electricity-producing project providing powder-blue mineral waters. Bathers can laze in this magnificent hot lagoon where temperatures range from 35 to 40 °C. The Blue Lagoon experience is therapeutic and totally relaxing, and has become one of the 'must do' attractions in Iceland.

(a) Suggest **two** reasons why the Blue Lagoon is popular with tourists visiting Iceland.

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*(2 marks)*

(b) The Blue Lagoon is an attraction based on a natural feature. Name **two** categories of visitor attraction **other than** natural.

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*(2 marks)*

**Question 1 continues on the next page**

**Turn over ►**

(c) Describe the positive economic impacts that would result from an increase in the number of tourists visiting the Blue Lagoon.

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*(4 marks)*

(d) The Blue Lagoon is a recent addition to the range of tourist attractions in Iceland.

Explain why tourist destinations benefit from adding to the range of attractions which they provide for their visitors. Refer to named examples in your answer.

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(6 marks)

<b>14</b>

**Turn over for the next question**

**Turn over ►**

- 2 Study **Figure 2**, which is an extract from a website giving information about additions to the facilities at Butlins resorts for the 2005 season.

**Figure 2**

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AQA Publications. Tel: 0870 410 1036

- (a) Outline the reasons why the expansion of the Butlins holiday camps in the 1950s was an important development in the UK travel and tourism industry.

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*(4 marks)*

- (b) Explain how and why holiday camps such as Butlins, now called holiday centres, have had to develop their product to meet the changing needs and expectations of their customers.

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*(10 marks)*

**Turn over** ▶

- 3 The information in **Figure 3** relates to the British Fireworks Championships Final held in Plymouth, and appeared in a magazine for coach tour operators.

**Figure 3**

## All the bright sparks

Plymouth is to host the electric British Fireworks Championships Final on Tuesday 15<sup>th</sup> August at 8.30 pm and Wednesday 16<sup>th</sup> August at 8.30 pm.

At the event, six fireworks companies battle it out for the prestigious title of Fireworks Champion of Great Britain. This offers a great opportunity for groups to enjoy a summer evening watching the night-time skies light up with spectacular colours on Plymouth's waterfront ... all free of charge!

The displays are judged on rhythm, pattern, creativity and continuity, with the winner going through to represent Britain in an international competition, promising the ultimate fireworks experience for groups.

### For further information

☎ telephone

**01234-567000**

🌐 or log onto

**[www.plymouth.gov.uk](http://www.plymouth.gov.uk)**





4 (a) Identify **three** services provided by travel agents.

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(3 marks)

(b) Explain the key differences between *independent* and *multiple* travel agents.

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(4 marks)

(c) Explain how recent improvements in information technology have affected the ways in which travel agents operate.

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(6 marks)

<b>13</b>

**Turn over for the next question**


**Turn over ▶**

5 Study **Figure 4**, which is a magazine article about the Pennine Way.

**Figure 4**

**■ National Trail**

## 40 years of the Pennine Way

<p>The Pennine Way will have been open for 40 years on 24<sup>th</sup> April 2005. It is one of the most famous long-distance walks in the UK, running 268 miles from the Scottish Borders to the Peak District in Derbyshire.</p> <p>The Pennine Way was the first of the 13 National Trails in England. Approximately</p>	<p>150 000 people use the route for day trips and longer walks every year, with around 3500 people each year completing it in full.</p> <p>Steve Westwood, the Countryside Agency's national trails officer for the Pennine Way, said "The Pennine Way is England's ultimate long-distance trail, and has a</p>	<p>unique reputation as a 'once in a lifetime' walk. We are looking to use the next few months to celebrate its 40<sup>th</sup> anniversary and to encourage people to rediscover the joys of walking the Pennine Way."</p> <p><b>For further information</b>   <b>log onto</b>  <a href="http://www.nationaltrail.co.uk">www.nationaltrail.co.uk</a></p>
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The Countryside Agency, which is responsible for the management of the Pennine Way and other National Trails, is a public sector organisation.

(a) Outline how products and services might be provided by the commercial sector for walkers using National Trails.

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*(6 marks)*

(b) Suggest **three** tourism products, **other than** National Trails, that have been developed in the UK to meet changing customer needs, tastes and fashions.

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*(3 marks)*

(c) Evaluate the role of **one** public or voluntary sector organisation within the travel and tourism industry in the United Kingdom, **excluding** the Countryside Agency.

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*(6 marks)*

- 6 Study **Figure 5**, which gives information about the winter sports industry in France. Morzine Avoriaz is one of many ski resorts in France.

**Figure 5**

France is a skier's paradise. With over 8000 km of pistes, France has the largest ski areas in the world.

There is something for everyone, from family-oriented village resorts to the purpose-built resorts where you can ski from your doorstep. There is alpine skiing, Nordic skiing, all the new snow-riding techniques, as well as a large range of 'natural' activities (snow-shoeing, dog-sledding, tours following marked routes, etc.).

<b>MORZINE AVORIAZ</b>			
	<b>1925</b>	<b>1956</b>	<b>2000</b>
Number of residents	1325	2050	3013
Number of hotels/pensions	4	52	70
Number of chalets/apartments	10	110	2630
Number of visitors	170	9000	673 200

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AQA Publications. Tel: 0870 410 1036

- (a) Suggest **two** factors that have led to the increase in winter sports holidays to destinations such as France in recent years.

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*(2 marks)*

- (b) Evaluate how increases in tourist numbers can affect the lives of people living in host communities in areas where winter sports holidays are taken.

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*(6 marks)*

**Question 6 continues on the next page**

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(c) Analyse the impact of external pressures on the winter sports industry operating in resorts in France and other countries.

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*(8 marks)*



7 Explain, with reference to named examples, why tour operators are providing more holidays that are described as *responsible tourism* and *eco-tourism*.

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(10 marks)

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**END OF QUESTIONS**

QUESTION  
NUMBER

Write the question number in the left-hand margin.

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**There are no questions printed on this page**

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- Question 1 Figure 1: R.J.HOLLAND  
Question 2 Figure 2: [www.butlinsonline.co.uk](http://www.butlinsonline.co.uk)  
Question 3 Figure 3: Reproduced courtesy of Group Leisure Magazine, Yandell Publishing, 2005  
Question 5 Figure 4: Reproduced courtesy of Group Leisure Magazine, Yandell Publishing, 2004  
Question 6 Figure 5: [franceguide.com](http://franceguide.com), Maison de la France Photograph: R.J.HOLLAND