

Centre Number						Candidate Number				
Surname										
Other Names										
Candidate Signature										



General Certificate of Education
Advanced Subsidiary Examination
January 2012

Travel and Tourism

TT01

Unit 1 Inside Travel and Tourism

Thursday 12 January 2012 9.00 am to 11.00 am

You will need no other materials.
You may use a calculator.

Time allowed

- 2 hours

Instructions

- Use black ink or black ball-point pen.
- Fill in the boxes at the top of this page.
- Answer **all** questions.
- You must answer the questions in the spaces provided. Do not write outside the box around each page or on blank pages.
- Do all rough work in this book. Cross through any work you do not want to be marked.

Information

- The marks for questions are shown in brackets.
 - The maximum mark for this paper is 90.
 - In question 2(b), you will be marked on your ability to:
 - use an appropriate form and style of writing
 - organise relevant information clearly and coherently
 - use specialist vocabulary where appropriate.
- The legibility of your handwriting and the accuracy of your spelling, punctuation and grammar will also be considered.

For Examiner's Use	
Examiner's Initials	
Question	Mark
1	
2	
3	
4	
5	
6	
7	
TOTAL	



J A N 1 2 T T O 1 0 1

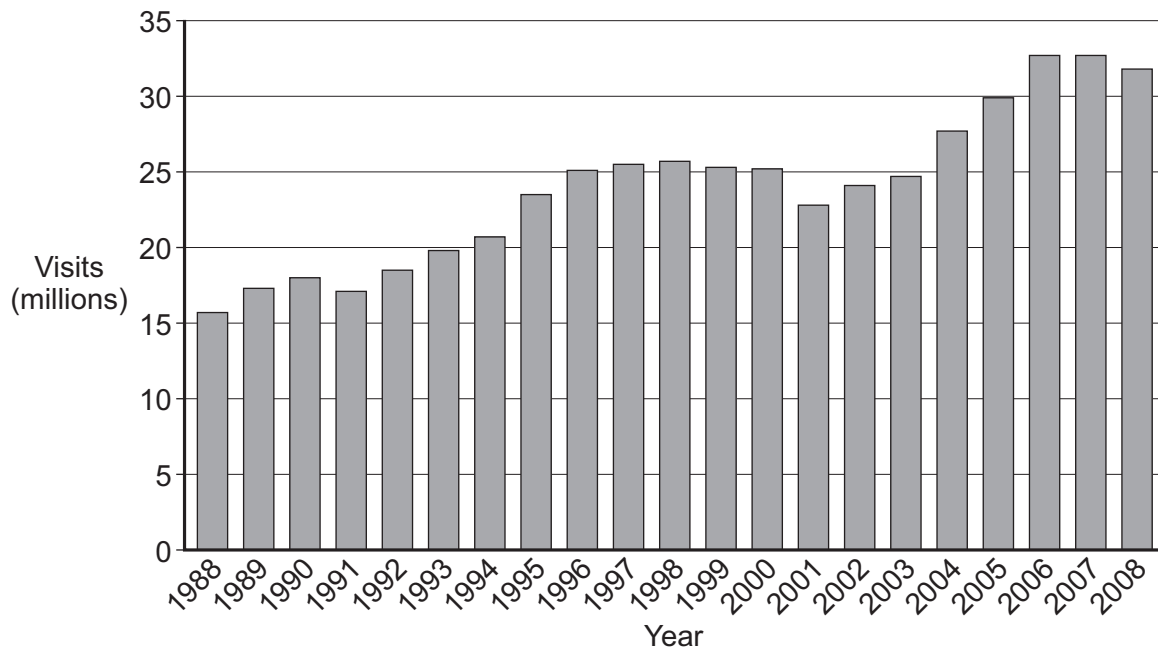
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TT01

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

- 1** Study **Figure 1**, a graph showing visits by overseas residents to the UK 1988–2008.

Figure 1



- 1 (a)** Tick the box next to the travel and tourism term which describes such visits to the UK.

inbound

☐

outbound

☐

domestic

☐

(1 mark)

- 1 (b) (i)** The number of visits by overseas residents to the UK decreased between 2007 and 2008.

Using **Figure 1**, state when the previous decrease in visits to the UK before 2007–08 took place.

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(1 mark)



1 (b) (ii) Give **two** reasons for the decrease in visits at that time.

1

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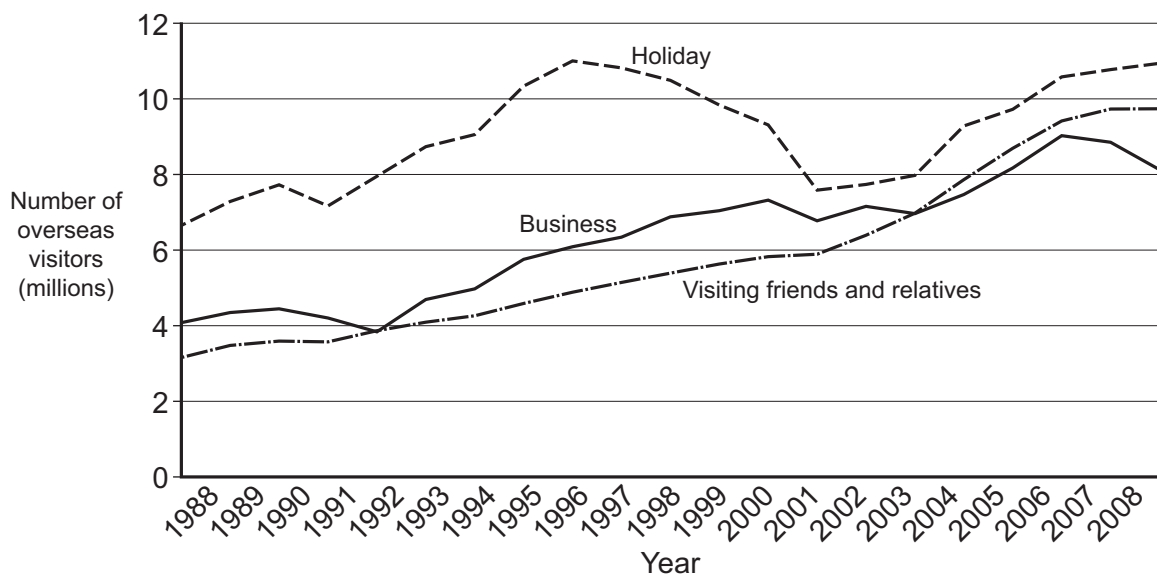
2

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(2 marks)

1 (c) Study **Figure 2**, a graph showing the purpose of visit by overseas residents to the UK 1988–2008.

Figure 2



Describe the patterns shown in **Figure 2**.

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(4 marks)

Turn over ►



- 1 (d)** Explain how the impacts of spending by overseas visitors to the UK differ between *business visits* and *VFR*.

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(4 marks)

Extra space

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- 1 (e)** Give **two** examples of the support provided for overseas visitors at visitor attractions.

1

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2

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(2 marks)

14



- 2 **Figure 3** shows a scene aboard a cruise ship.

Figure 3



- 2 (a) Excluding *products* (such as sunbeds and the pool), suggest **three** on-board *services* that appeal to people who book cruises.

- 1
-
- 2
-
- 3
-

(3 marks)

Question 2 continues on the next page

Turn over ►



Answer this question in continuous prose. The quality of written communication will be assessed in your answer.

[illegible]

(10 marks)



Extra space

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13

Turn over for the next question

Turn over ►



3 In the 20th century, *changing socio-economic influences* helped the travel and tourism industry to grow.

3 (a) Outline how **one** 20th century socio-economic influence allowed ordinary working people to participate in tourist activities.

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(2 marks)

3 (b) Explain **two** reasons for the rapid growth of air travel to tourist destinations.

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(6 marks)

Extra space

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- 3 (c)** Show how the activities of organisations in **two** different travel and tourism sectors have supported the rapid growth of air travel.

1st Sector

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2nd Sector

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(4 marks)

12

Turn over for the next question

Turn over ►



4 (a) Describe the difference between *multiple* and *independent* types of travel agent.

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(2 marks)



Explain how improvements in computer technology have had an impact upon the activities of travel agents in the short term **and** the long term.

[illegible]

Extra space

Turn over for the next question

8

Turn over ►



5 **Figure 4** shows railway routes and airports in south-west England.

Figure 4

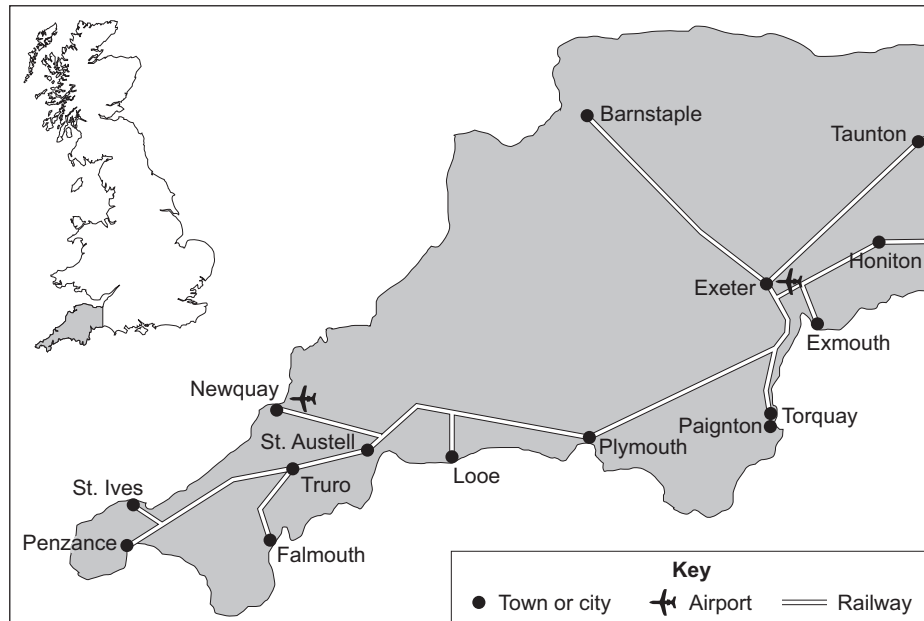
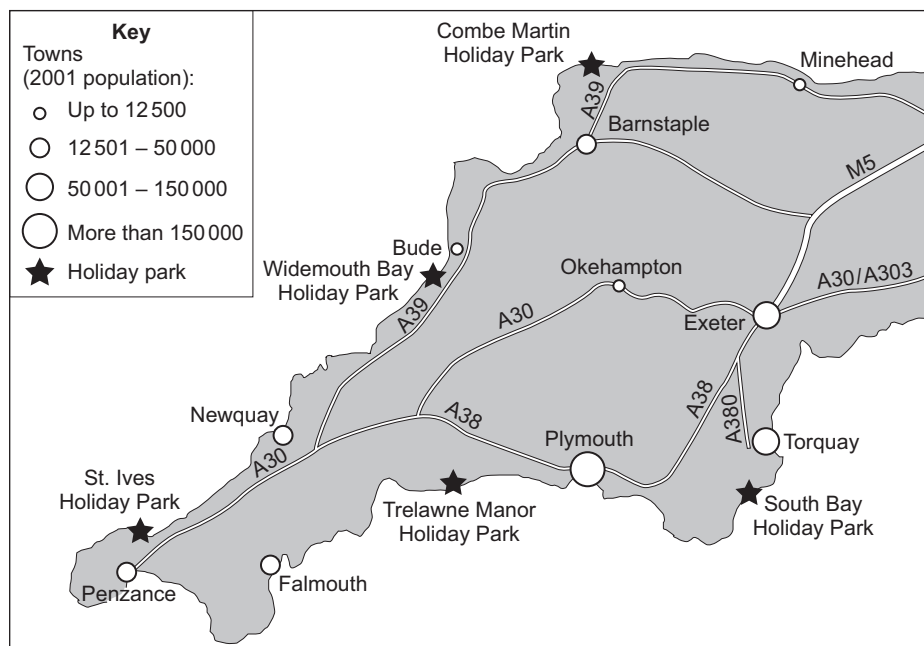


Figure 5 shows the **main** roads and towns and some holiday parks in south-west England. The holiday parks provide pitches for tents and accommodation in chalets and caravans.

Figure 5



[illegible]

Extra space

Turn over ►



- 5 (b)** Discuss measures that could be taken by the regional tourist board to increase the number of holidays in south-west England.

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(6 marks)

Extra space

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- 5 (c)** Study **Figure 6**, which shows the nightly fee (£s) to pitch a tent on the camping site at Widemouth Bay Holiday Park in a particular year.

Figure 6

Type of pitch	Easter 1st April to 4th April	5th April to 27th May	Bank Holiday 28th May to 4th June	5th June to 9th July	10th July to 16th July	17th July to 20th Aug	21st Aug to 29th Aug	30th Aug to 29th Oct
Tent pitch for up to 2 people	9	12	17	9	11	26	20	9
Pitch with hardstanding and electric hook-up for family up to 6	14	22	28	14	19	38	30	14

Suggest reasons for the pattern of fees shown in **Figure 6**.

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(4 marks)

- 5 (d)** Outline **one** advantage, **other than** price, of taking a camping holiday rather than staying in a hotel.

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(2 marks)



6 Study Figure 7.**Figure 7**

Sustainable tourism development meets the needs of the present without compromising the ability of future generations to meet their own needs. The main components of sustainable development are:

- Protection of the physical environment
- Economic well-being of local communities
- Conservation of local culture and heritage.

Referring to examples of travel and tourism organisations and/or destinations that you have studied, evaluate how each of the three main components of sustainable tourism development may be successfully achieved.

Protection of the physical environment

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Economic well-being of local communities

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(12 marks)

Extra space

12

Turn over ►



- 7 **Figure 8** shows New York's Statue of Liberty, which has attracted millions of visitors since its unveiling in 1886.

Figure 8



- 7 (a) The Statue of Liberty may be described as one of the following types of visitor attraction:

natural

purpose-built

historic

event

Which do you think is the most suitable description? Justify your answer.

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(2 marks)



- 7 (b)** Discuss how organisations from a range of travel and tourism sectors contribute to the success of visitor attractions such as the Statue of Liberty.

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(8 marks)

Extra space

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10

END OF QUESTIONS



There are no questions printed on this page

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Figure 6 John Fowler Holiday Parks.
Figure 8 Stan Honda/AFP/Getty Images.

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