

Surname		Other Names	
Centre Number		Candidate Number	
Candidate Signature			

For Examiner's Use
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General Certificate of Education  
January 2007  
Advanced Subsidiary Examination



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

**TT01**

Wednesday 10 January 2007 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 to be 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 will be marked on your ability to use an appropriate form and style of writing, to organise relevant information clearly and coherently, and to 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			
Question	Mark	Question	Mark
1		5	
2		6	
3			
4			
Total (Column 1) →			
Total (Column 2) →			
TOTAL			
Examiner's Initials			

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

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- 1** Study **Figure 1**, which shows plans for the 2010 Olympic and Paralympic Winter Games to be held in the Vancouver area of Canada.

**Figure 1**

The information in **Figure 1** cannot be reproduced here due to third-party copyright constraints.

- (a) Suggest **two** ways in which organisations from the support services sector of the travel and tourism industry could help people visiting the area for the Olympic and Paralympic Games.

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*(2 marks)*

- (b) (i) Outline the likely **economic** impacts on people living in the Vancouver area resulting from hosting the Olympic and Paralympic Games.

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*(4 marks)*

- (ii) Outline the likely **social** impacts on people living in the Vancouver area resulting from hosting the Olympic and Paralympic Games.

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*(4 marks)*

**Question 1 continues on the next page**

**Turn over ►**

(c) Suggest potential commercial opportunities for UK-based travel organisations arising from the Olympic and Paralympic Games in the Vancouver area.

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*(6 marks)*

<b>16</b>

**Turn over for the next question**

**Turn over ►**





- 3 Study **Figure 2**, which shows a newspaper article about a new attraction planned for the city of Belfast.

**Figure 2**

## Titanic visitor attraction planned for Belfast

Detailed proposals for a £100m visitor attraction commemorating the story of the ill-fated cruise liner *Titanic* have been submitted to the Belfast City Council.

The plans presented to the council include an 11-acre centre-piece building, based on the slipway where *Titanic* was built, and a 'ghost ship', a light-sculpture of the ship

that would be visible across the city's harbour skyline.

Further attractions would include a series of large galleries using a combination of artefacts, models and interactive multimedia to relate the stories of both industrial Belfast and the *Titanic*.



*Plans for the £100m attraction include a 'ghost ship' light-sculpture*





- (b) The proposed *Titanic* attraction would be classified as a purpose-built rather than a natural attraction.

With reference to **one** natural attraction that you have studied, suggest the main reasons for its appeal.

Name of natural attraction.....  
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(4 marks)

<b>10</b>



5 Study **Figure 3**, which shows some tourism data for India.

**Figure 3: Indian tourism: selected data**

The data in **Figure 3** for international arrivals in India between 1999-2004 could not be reproduced here due to third-party copyright constraints.

- (a) (i) In the UK, India is regarded as a long-haul destination. What do you understand by the term *long-haul* destination?

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.....

(1 mark)

- (ii) What term is used to describe tourism within a country?

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(1 mark)

- (b) With reference to **Figure 3**, comment on the trends in tourist arrivals in India.

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(2 marks)





**Turn over for the next question**

**Turn over ►**

6 Study **Figure 4**, which shows a page of a website for the online travel organisation Expedia.

**Figure 4**

The web page which appeared in **Figure 4** cannot be reproduced here due to third-party copyright constraints.







QUESTION  
NUMBER

Write the question number in the left-hand margin.

A series of horizontal dotted lines for writing.

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

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Question 3 Figure 2: The Leisure Media Company Ltd. 2006. [www.leisuremedia.com](http://www.leisuremedia.com)

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