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Centre Number		Candidate Number	
Candidate Signature			

For Examiner's Use

General Certificate of Education
 June 2007
 Advanced Subsidiary Examination



TRAVEL AND TOURISM
Unit 1 Inside Travel and Tourism

TT01

Friday 8 June 2007 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 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			

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

- 1 Study **Figure 1**, which shows a touring caravan and car.

Figure 1



- (a) Suggest **one** reason why people enjoy taking holidays in a touring caravan.

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(1 mark)

- (b) Suggest how people taking holidays in touring caravans would make use of the products and services provided by **three** sectors of the travel and tourism industry.

Sector

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Sector

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Sector

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(3 marks)

- (c) Identify possible disadvantages for owners of touring caravans in the UK who take their caravans on motoring holidays in Europe.

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(4 marks)

Question 1 continues on the next page

Turn over ►

- (d) Like many tourism products, motoring holidays could be said to be *intangible* and *non-standardised*.

Explain what is meant by the terms:

- (i) *intangible*

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(2 marks)

- (ii) *non-standardised*.

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(2 marks)

Turn over for the next question

Turn over ►

- 2 Study **Figure 2**, which gives information about the volume and spending of tourists in South-West England in 2003.

Figure 2

KEY FACTS ABOUT TOURISM IN SOUTH-WEST ENGLAND 2003				
REGION	Domestic tourists		Inbound tourists	
	Nights (millions)	Spending (£ millions)	Nights (millions)	Spending (£ millions)
Cornwall	25.8	1 158	1.6	58
Devon	27.3	1 228	3.0	116
Dorset	15.3	651	3.4	144
Gloucestershire	5.2	296	1.5	74
Somerset	7.5	293	2.8	112
Wiltshire	3.8	201	1.9	59
Other areas	6.9	411	1.9	100
ALL SOUTH-WEST	91.8	4 238	16.1	663

Day visits	Trips (millions)
All South West	79

Note: The day visits survey measures trips by British residents of three hours or more, which are not taken on a regular basis. This survey was conducted in 2002/3.

- (a) Using **Figure 2**, compare the patterns of nights and spending made by domestic tourists with those made by inbound tourists.

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(4 marks)

- (b) Apart from the information provided in **Figure 2**, identify **three** other types of data usually collected by tourist boards about tourists.

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(3 marks)

Question 2 continues on the next page

Turn over ►

- (d) Tourism data are used for a wide variety of purposes by organisations working in different sectors of the travel and tourism industry.

Explain how tourism data could be used by accommodation providers in the South West of England.

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(4 marks)

- (e) The South West is one of the most popular destinations in England for inbound and domestic tourists.

Outline the measures which could be taken by a tourist board wishing to increase the number of visits made to its region by **inbound** tourists.

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(4 marks)

- 3 Study **Figure 3**, which is an extract from a travel trade newspaper article about the growth of tourism in North Cyprus.

Figure 3

Country warned on mass tourism

NORTH Cyprus operator Anatolian Sky Holidays has warned the destination to avoid the “disaster” of rushing into mass tourism and to concentrate on high yield eco-tourism and specialist holidays instead.

At a meeting with the minister for tourism, the managing director said that covering North Cyprus’ unspoilt landscape with concrete was not the way forward.

Last year, UK visitor numbers increased by 40% to 100,000 making it the top incoming market of international visitors. This year, an additional 5,000 hotel rooms will be built, doubling current capacity.

The managing director said that mass-market developments were short term and would kill the area’s image. “We’ve a large number of repeat customers who go to North Cyprus twice a year – the last thing they want is to travel with the sort of holidaymakers who go to Ayia Napa in the south.”

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

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(2 marks)

(b) Suggest **three** short-term benefits that might result from a significant increase in tourism to North Cyprus.

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(3 marks)

(c) Explain why concentrating on ‘high yield eco-tourism’ might be beneficial to North Cyprus in the longer term.

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(6 marks)

Question 3 continues on the next page

Turn over ►

5 Study Figure 4, which is an advertisement for Irish Ferries.

Figure 4

"We're clear for rip-off"

£
One-Way
From

69

IRELAND
with your car, taxes included

Airport taxes. Excess baggage. Parking charges. For real low cost travel, take your car with Irish Ferries.

DUBLIN
ROSSLARE
HOLYHEAD
PEMBROKE

Irishferries **com**

The Low Fares Ferry Company!

See irishferries.com for terms & conditions. Call 01234 56 78 90 or see your agent.

QUESTION
NUMBER

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QUESTION
NUMBER

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Question 1 Figure 1: Photograph: R J HOLLAND
Question 2 Figure 2: www.staruk.org
Question 3 Figure 3: *Travel Weekly*, Reed Business Information
Question 5 Figure 4: Irish Ferries

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