Surname		Other	Names				
Centre Number				Cand	idate Number		
Candidate Signature							

For Examiner's Use

General Certificate of Education January 2008 Advanced Subsidiary Examination

TRAVEL AND TOURISM Unit 1 Inside Travel and Tourism

TT01



Wednesday 9 January 2008 1.30 pm to 3.30 pm

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

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.

1 Study Figure 1.

Figure 1



	1
	2
	(2 marks)
	(2 marks)
(b)	Tour operators work with other sectors of the travel and tourism industry to create package holidays.
	Identify the two sectors of the travel and tourism industry shown in Figure 1 .
	1
	2
	(2 marks)

Suggest two advantages of coach holidays.

(c)	Describe the role of a <i>domestic</i> tour operator.
	(2 marks)
(d)	Explain one key difference between <i>inbound</i> and <i>outbound</i> UK tour operators.

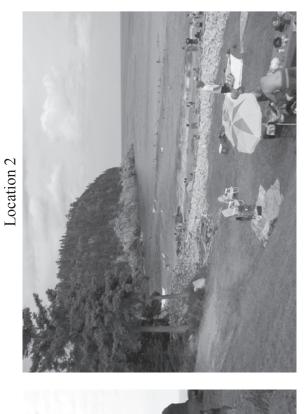
Question 1 continues on the next page

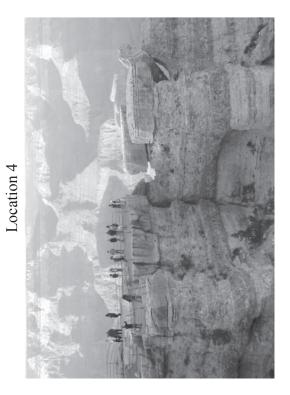
Outline how tour operators work with other travel and tourism organisations to supply package holidays through the retail distribution chain.		
	(3 mar)	
Explain how and why the role of tour operators has changed in	recent years.	

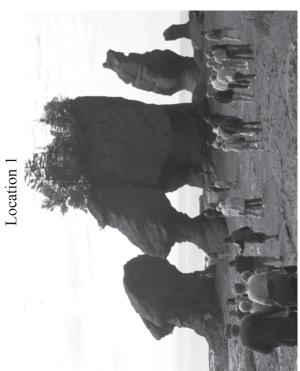
Turn over for the next question

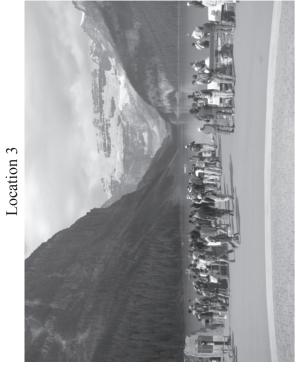
2 Study Figure 2.

Figure 2









Tourists are attracted to natural landscapes (coastal areas, forests, highlands etc.) such as

those shown in **Figure 2**. (a) Describe the range of facilities which are likely to be provided for tourists at or near natural attractions and explain why these are provided.

Question 2 continues on the next page

(8 marks)

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(b)	Major events, such as the Cricket World Cup and the Olympic Games, are classified as visitor attractions.
	Explain how and why different sectors of the travel and tourism industry provide products and services to tourists wishing to visit major events.
	(8 marks)

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3	(a)	What is the meaning of the terms:	
		(i) self-drive holiday	
		(ii) fly-drive holiday?	
		(2 mar	'ks)
	(b)	Car hire companies are one type of transport principal.	
		Outline the advantages of using a hire car for both independent and package holidaymakers.	
			•
		(6 mar	·ks)

Turn over for the next question

4 Study **Figure 3**, which shows information from a report about tourist accommodation in Blackpool.

Figure 3

Accommodation grading

Hotel and guest accommodation is graded nationally using "stars" and "diamonds" respectively. Many of the local accommodation units are unable to completely meet these national standards and so remain outside the grading schemes. To promote the raising of standards, a local accreditation scheme "HOAST" has been introduced that is more appropriate to Blackpool's circumstances.

Accommodation grading by primary rating (Janua	ary 2005)
	Number
Serviced – Hotels	
4 Star & equivalent	3
3 Star	3
2 Star	12
Travel Lodge	3
Sub-total	21
Serviced – Guest Accommodation	
5 Diamond	1
4 Diamond	23
3 Diamond	85
2 Diamond	7
Sub-total	116
Local accreditation scheme	
"HOAST" – Gold	27
"HOAST" – Silver	220
"HOAST" – Bronze	75
Sub-total	322
Serviced accommodation total	459
Un-serviced – Self-catering, Caravans & camping	
5 Star	1
4 Star	3
3 Star	3
2–3 Star	3
2 Star	3
Entry Level	1
Un-serviced accommodation total	14
All accommodation total	473

(a)	Give two differences between <i>serviced</i> and <i>un-serviced</i> tourist accommodation.
	(2 marks)
(b)	Suggest why accommodation grading schemes are important for tourists booking their accommodation directly with the provider.
	(3 marks)

Question 4 continues on the next page

(c)	Most of Blackpool's serviced accommodation falls into the middle and lower parts of the grading range. Discuss the significance of this situation for tourism in Blackpool.
	(8 marks)

d)	Discuss how accommodation provision varies between different types of tourist destination. Give examples.
	(8 marks

21

Turn over for the next question

5 Study Figure 4.

Figure 4

Will short breaks to Dubai be a winner?

Libra Holidays has introduced a short breaks programme to Dubai to boost flagging sales to the destination.

Sales and marketing director Paul Riches said the operator has featured two-week breaks to Dubai as part of its programme for the last two years, but the destination has failed to take off.

Now he hopes shorter breaks will prove more attractive to customers who will be able to fly from Heathrow, Gatwick or Manchester, thanks to a deal with Etihad Airways.

He said: "Demand for short stays has increased significantly. We felt the addition of short breaks would generate a lot of interest, add diversity to the programme and, most importantly, meet market trends and demands."

The flights are direct to Abu Dhabi, less than two hours' transit time from Dubai, while hotels featured are Hilton Abu Dhabi, Jonrad Hotel, Oasis Beach Hotel, Sheraton Jumeirah Beach Hotel and Jebel Ali Golf Hotel.

Prices lead in at £439 based on four nights' bed-and-breakfast accommodation at the Jonrad.

Explain what is meant by the terms:		
(i)	short-break	
(ii)	transit time.	
	(2 marks)	

(b)	Outline the commercial advantages to Libra Holidays of offering a range of hotels for potential customers to choose from.
	(4 marks)

Question 5 continues on the next page

(c)	Explain how consumer needs and expectations have influenced the growth of the short break market in recent years.
	(8 marks)

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Travel and tourism activities impact on destinations and host communities. Name one tourism destination that you have studied.			
With specific reference to this destination, assess:			
(a)	the positive economic impacts of tourism		
	(4 mark		
(b)	the negative environmental impacts of tourism		
	(4 mark		

Question 6 continues on the next page

(c)	the positive or negative socio-cultural impacts of tourism.
	(4 marks)

END OF QUESTIONS

QUESTION NUMBER	Write the question number in the left-hand margin.
NUMBER	
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Question 1Figure 1Photo: R.J. HollandQuestion 2Figure 2Photos R.J. HollandQuestion 4Figure 3Visit BlackpoolQuestion 5Figure 4Travel Weekly - 25/8/06

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