

Surname		Other Names	
Centre Number		Candidate 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

<p>You will need no other materials. You may use a calculator.</p>

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.

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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**.

Figure 1



(a) Suggest **two** advantages of coach holidays.

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2

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(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)

(c) Describe the role of a *domestic* tour operator.

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(2 marks)

(d) Explain **one** key difference between *inbound* and *outbound* UK tour operators.

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(2 marks)

Question 1 continues on the next page

Turn over ►

Turn over for the next question

Turn over ►

2 Study Figure 2.

Figure 2

Location 2



Location 4



Location 1



Location 3



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

Figure 3

Accommodation grading	
<p>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.</p>	
Accommodation grading by primary rating (January 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 *serviced* and *un-serviced* tourist accommodation.

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(2 marks)

(b) Suggest why accommodation grading schemes are important for tourists booking their accommodation directly with the provider.

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(3 marks)

Question 4 continues on the next page

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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.

(a) Explain what is meant by the terms:

(i) *short-break*

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(ii) *transit time.*

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(2 marks)

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

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(4 marks)

Question 5 continues on the next page

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6 Travel and tourism activities impact on destinations and host communities.

Name **one** tourism destination that you have studied.

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With specific reference to this destination, assess:

(a) the **positive economic** impacts of tourism

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(4 marks)

(b) the **negative environmental** impacts of tourism

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(4 marks)

Question 6 continues on the next page

Turn over ►

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

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(4 marks)

12

END OF QUESTIONS

Write the question number in the left-hand margin.

QUESTION
NUMBER

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Question 1 Figure 1 Photo: R.J. Holland
Question 2 Figure 2 Photos R.J. Holland
Question 4 Figure 3 *Visit Blackpool*
Question 5 Figure 4 *Travel Weekly* – 25/8/06

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