

Surname						Other Names					
Centre Number						Candidate Number					
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For Examiner's Use

General Certificate of Education
 June 2009
 Advanced Subsidiary Examination



TRAVEL AND TOURISM
Unit 1 Inside Travel and Tourism

TT01

Wednesday 3 June 2009 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 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. Answers written in margins or on blank pages will not be marked.
- Do all rough work in this book. Cross through any work you do not want to be marked.

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		7	
4		8	
Total (Column 1) →			
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Answer **all** questions in the spaces provided.

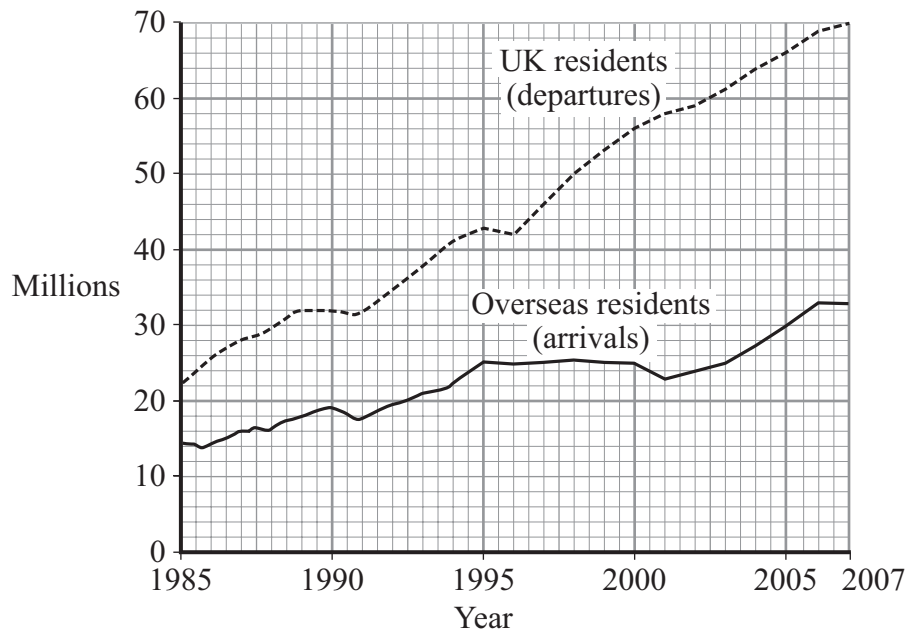
- 1 (a) Complete the table below, using recognised travel and tourism terms.

An example has been done for you.

Example: A couple from Liverpool go to Alton Towers for a day out.	1 Domestic 2 Leisure
(i) A Spanish bank employee flies into London for a financial meeting the next day.	1 2 (2 marks)
(ii) A British family goes to the south of France where they stay with the children's grandparents for a week's holiday.	1 2 (2 marks)

- 1 (b) Study **Figure 1**, which shows the number of visitor trips into and out of the UK between 1985 and 2007.

Figure 1



Contrast the pattern of UK residents travelling abroad since 1985 with that of overseas residents visiting the UK.

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(3 marks)

1 (c) Suggest what impact the changes shown in **Figure 1** have had upon the economy of the UK.

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(3 marks)

1 (d) Outline **two** possible reasons why the number of overseas residents making trips to the UK has changed since 1985, as shown in **Figure 1**.

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(2 × 2 = 4 marks)

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- 2 (d) Outline **one** way in which mass tourism destinations in the Mediterranean have responded to losing their appeal in the 1990s/2000s.

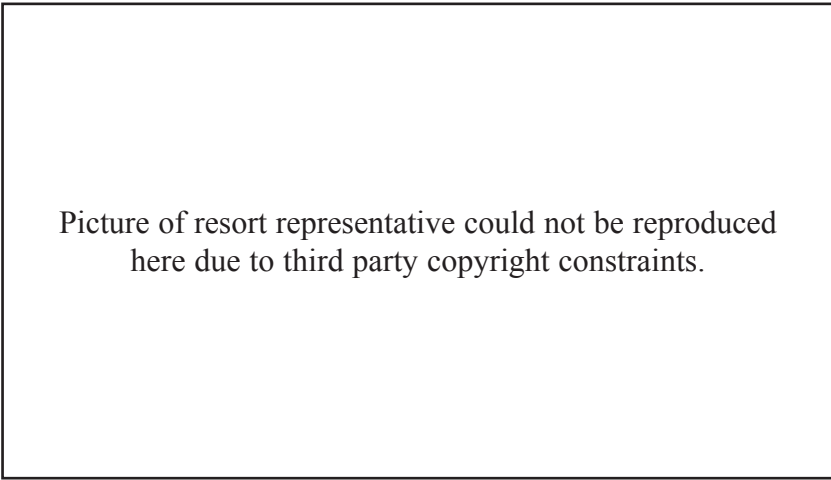
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Question 2 continues on the next page

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- 2 (e) Most companies that provide holidays to Mediterranean resorts include the services of a resort representative or 'rep'.



Describe a range of ways in which the 'rep' can add to the commercial success of the holiday company.

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- 4 (a) A tourist, who is planning to make a trip from London to Paris, is afraid of flying and investigates other ways of making the journey: by train or by car using the ferry or tunnel.

Outline the merits for the tourist of **one** travel option (other than flying) for travelling from London to Paris.

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(4 marks)

Question 4 continues on the next page

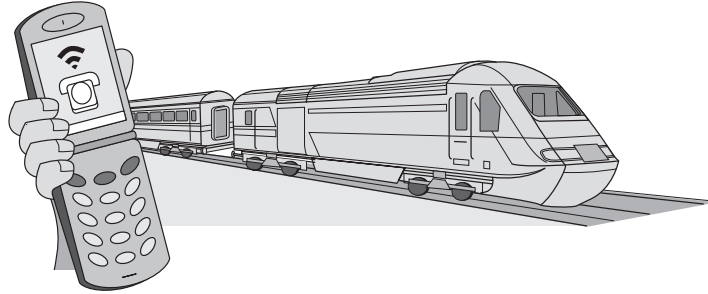
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4 (b) Study the news item in **Figure 2** below.

Figure 2

Mobile phone becomes train ticket



Public transport users are increasingly able to use their mobile phone as a coach or train ticket.

These mobile tickets have to be bought online at least 24 hours before travel.

Once the passenger has paid for the ticket, a secure barcode is sent by text message to their mobile phone.

The barcode can then be scanned at the ticket gates at the station.

It was hoped that the idea would catch on among the young, with so many young people carrying mobile phones.

With reference to **Figure 2**, evaluate the advantages and disadvantages for transport providers of this new method of distributing tickets.

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5 Study **Figure 3** below.



The Amazon rainforest is promoted as a tourist destination.

But how will tourism affect the area?
And what form will tourism take?

One option is 'sustainable tourism'.

Discuss how *sustainable tourism* can keep the negative impacts of tourism on destinations to a minimum. You should refer to examples that you have studied.

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Turn over for the next question

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6 Travel agencies are still the most popular method of booking holidays abroad but they are gradually losing their share of the market.

6 (a) Give **two** advantages of booking a holiday:

6 (a) (i) through a travel agency

Advantage 1

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Advantage 2

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(2 marks)

6 (a) (ii) by another method.

Method of booking

Advantage 1

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Advantage 2

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(2 marks)

6 (b) Describe the possible consequences for travel agencies of losing their share of the market.

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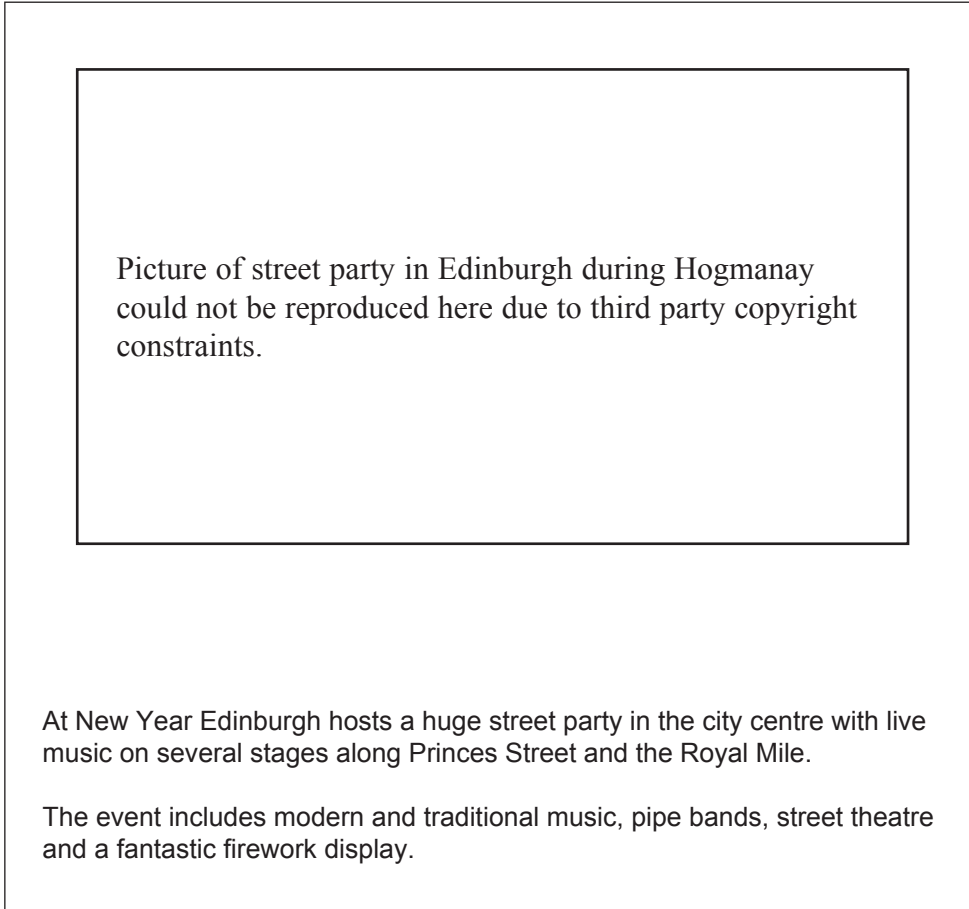
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7 Study **Figure 4** which shows the Hogmanay celebrations in Edinburgh.

Figure 4



Many travel and tourism products, such as the Hogmanay celebrations, are *intangible*.

7 (a) What is meant by *intangible*?

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(1 mark)

7 (b) Explain the factors which the authorities in destinations such as Edinburgh need to take into account when hosting a major tourism event.

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8 Many tourism organisations depend on the help of support services such as regional tourist boards and tourist information services.

8 (a) Briefly describe the role of **either** regional tourist boards **or** tourist information providers in supporting other travel and tourism organisations.

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(4 marks)



8 (b) Assess the extent to which commercial tourism organisations depend for their success on the activities of support services.

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(4 marks)

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END OF QUESTIONS



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- Figure 1: Travel Trends 8 Nov 06 and 15 Feb 08. Reproduced under the terms of the Click-Use License.
Figure 3: National Oceanic and Atmospheric Administration Research (NOAA)
Figure 4: Edinburgh's Winter Festivals, The City of Edinburgh Council
Page 6: www.kosmar.co.uk/kosmar-careers

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