

Centre Number						Candidate Number				
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Other Names										
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For Examiner's Use	
Examiner's Initials	
Question	Mark
1	
2	
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7	
8	
TOTAL	



General Certificate of Education
 January 2010
 Advanced Subsidiary Examination

Travel and Tourism

TT01

Unit 1 Inside Travel and Tourism

Thursday 14 January 2010 9.00 am to 11.00 am

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

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 marks for questions are shown in brackets.
- The maximum mark for this paper is 90.
- 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.



J A N 1 0 T T O 1 0 1

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

1 Study **Figure 1**.

Figure 1



Madame Tussauds opened in London in 1835, presenting a famous collection of realistic wax figures in specially designed settings.

The constantly developing displays include royalty, movie stars, sports stars, world leaders and the Chamber of Horrors.

1 (a) Madame Tussauds is **one** of the following types of visitor attraction. Draw a circle round the correct type.

- natural** **historic** **purpose-built** **event**

(1 mark)

1 (b) Give **two** reasons why Madame Tussauds' displays are '*constantly developing*'.

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(2 marks)

1 (c) Suggest **one** reason why a large proportion of Madame Tussauds' visitors are from outside the UK.

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(1 mark)



1 (d) (i) Suggest **two** additional products or services that would normally be provided at visitor attractions such as Madame Tussauds **apart from** the displays themselves.

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(2 marks)

1 (d) (ii) Explain why visitor attractions provide such additional products and services.

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(4 marks)

(Extra space)

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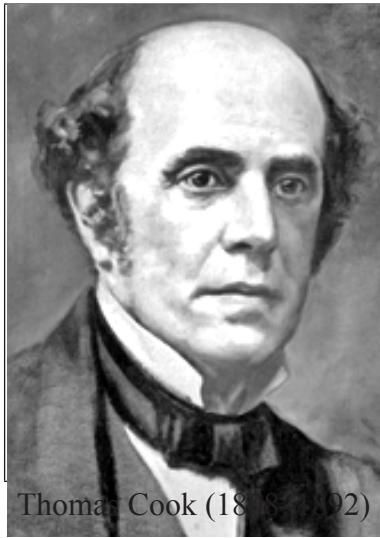
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2 (a) Two distinguished pioneers of tourism are shown in **Figure 2**.

Figure 2



The photograph of Billy Butlin is not reproduced here due to third-party copyright constraints.

Billy Butlin (1899–1980)

Describe the significance of the contribution that **either** Thomas Cook **or** Billy Butlin made to the development of the travel and tourism industry.

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(6 marks)



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3 Figure 3 shows the travel information desk at a coach station.

Figure 3



3 (a) To what extent are tickets for travel *perishable*?

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(2 marks)

3 (b) Commercial organisations aim to maximise income. In what ways could a travel information desk, such as the one shown in **Figure 3**, be used to increase income?

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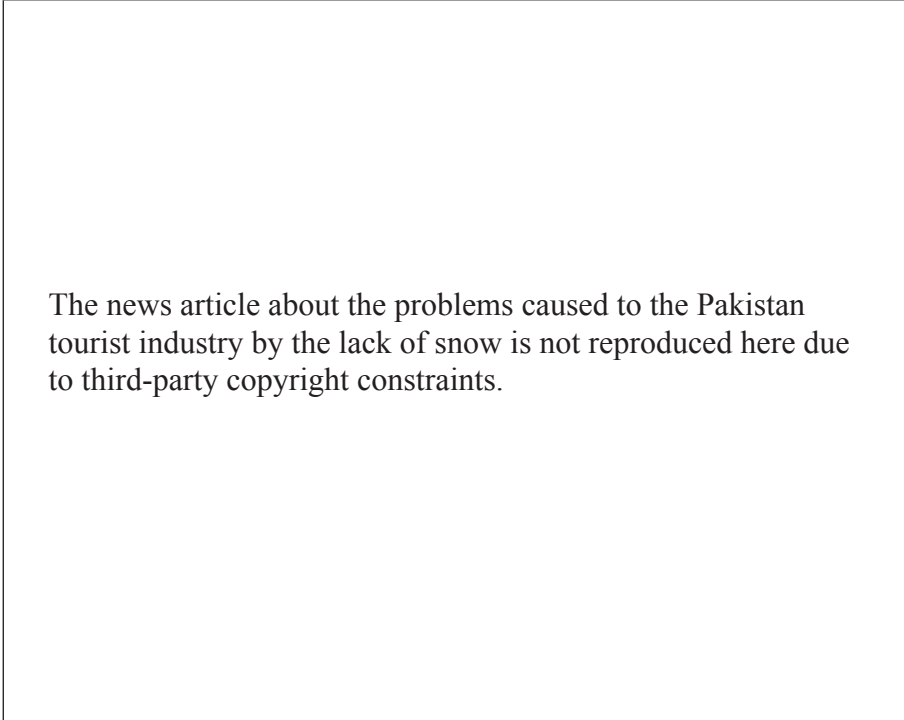
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4 The government in Pakistan promoted a year-long programme of festivals, sporting and cultural events. However, as **Figure 4** below shows, external pressures such as weather can strongly affect the travel and tourism industry.

Figure 4



4 (a) Suggest **one** reason why the Pakistan Ministry of Tourism promoted a ‘Visit Pakistan Year’.

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(1 mark)

4 (b) Explain how organisations in different sectors of the travel and tourism industry can work together to set up an event such as the National Skiing Championship.

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(8 marks)

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5 Study Figure 5.

Figure 5

<p>The photograph of the cruise ship Norwegian Spirit is not reproduced here due to third-party copyright constraints.</p>	<p>New Cruise Itinerary</p> <p>Norwegian Spirit – cruise in Canada and New England</p> <p>7 nights fly-cruise holiday – depart London Heathrow Airport</p> <p>Sept – Oct 2009</p> <p>Special Offer from only £749!!!</p>
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5 (a) What is a ‘cruise itinerary’?

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(1 mark)

5 (b) Explain what is meant by a ‘fly-cruise’ holiday.

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(2 marks)

5 (c) Assess the benefits for a UK holidaymaker of taking a fly-cruise holiday.

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(6 marks)

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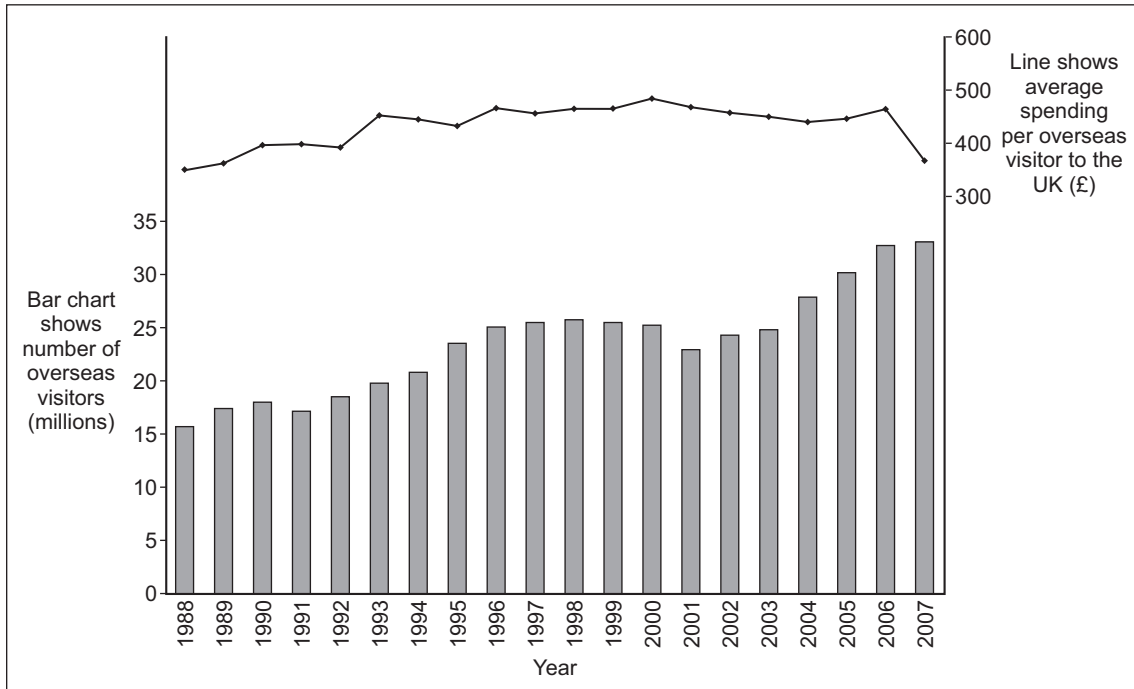
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6 Study **Figure 6** which refers to inbound tourism to the UK between 1988 and 2007.

Figure 6



6 (a) Describe the main changes in the number of overseas visitors to the UK during the 20-year period shown in **Figure 6**.

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(3 marks)



6 (b) Suggest possible reasons why the average spending of overseas visitors to the UK changed between 2006 and 2007.

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(3 marks)

6 (c) Outline the economic impact that the 2006–7 change in average spending by overseas visitors might have had on the UK national economy.

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(2 marks)

8

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8 Since January 2006, hotel and guest house accommodation in the UK can be graded with up to five stars.



8 (a) Suggest **two** criteria that may be used for grading accommodation in the UK.

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(2 marks)

8 (b) Assess the benefits for an accommodation provider of taking part in an accommodation grading scheme.

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(4 marks)



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Figure 2 Photographs: Thomas Cook – Courtesy of Thomas Cook Group plc/Billy Butlin – www.bygonebutlins.com

Figure 6 Source: International Passenger Survey, Office for National Statistics. Reproduced under the terms of the Click-Use Licence.

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