

Surname _____

Other Names _____

Centre Number _____

For Examiner's Use

Candidate Number _____

Candidate Signature _____

ASSESSMENT AND QUALIFICATIONS ALLIANCE

**General Certificate of Education
Advanced Subsidiary Examination
June 2010**

Travel and Tourism

Unit 1 Inside Travel and Tourism

TT01

Wednesday 26 May 2010 9.00 am

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

TIME ALLOWED

- **2 hours plus your additional time allowance.**

At the top of the page, write your surname and other names, your centre number, your candidate number and add your signature.

[Turn over]

BLANK PAGE

INSTRUCTIONS

- **Use black ink or black ball-point pen.**
- **Answer ALL questions.**
- **You must 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.**

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.**

DO NOT TURN OVER UNTIL TOLD TO DO SO

Answer ALL questions in the spaces provided.

- 1 There are several hundred tour operators in the UK. They fall into the following four categories:

A – domestic operators
 B – inbound operators
 C – mass market operators
 D – specialist operators.

- 1 (a) Complete the right-hand column with the correct category of tour operator (A, B, C or D). The first row of the table has been done for you. [2 marks]

DESCRIPTION	CATEGORY OF TOUR OPERATOR
Sell holidays for a particular geographical area or activity	D
Sell holidays to overseas tourists visiting the UK	
Sell holidays such as city breaks to UK residents	
Sell holidays for large numbers of the outbound market	

- 2 An 'excursion' is a day-long tour to one or more visitor attractions. FIGURE 1 shows people on a package holiday taking part in an excursion by coach.

FIGURE 1



**2 (a) Give TWO advantages for tourists on a package holiday of taking an ‘excursion’.
[2 marks]**

1 _____

2 _____

2 (b) Give ONE example of an ‘internal pressure’ that affects tourism organisations providing excursions. [1 mark]

[Question 2 continues on the next page]

BLANK PAGE

TURN OVER FOR THE NEXT QUESTION

4 Study FIGURE 3.

FIGURE 3

More and more customers now put together their own holidays by booking flights and hotels on the internet.

Yet it is very unlikely that every customer will go online to find and book their holidays direct.

There remains a role for the travel agent in the future.

4 (a) (i) What term is used to describe customers putting together and booking their own holiday flights and accommodation on the internet? [1 mark]

4 (a) (ii) Give ONE advantage for customers of doing this, OTHER THAN saving money. [1 mark]

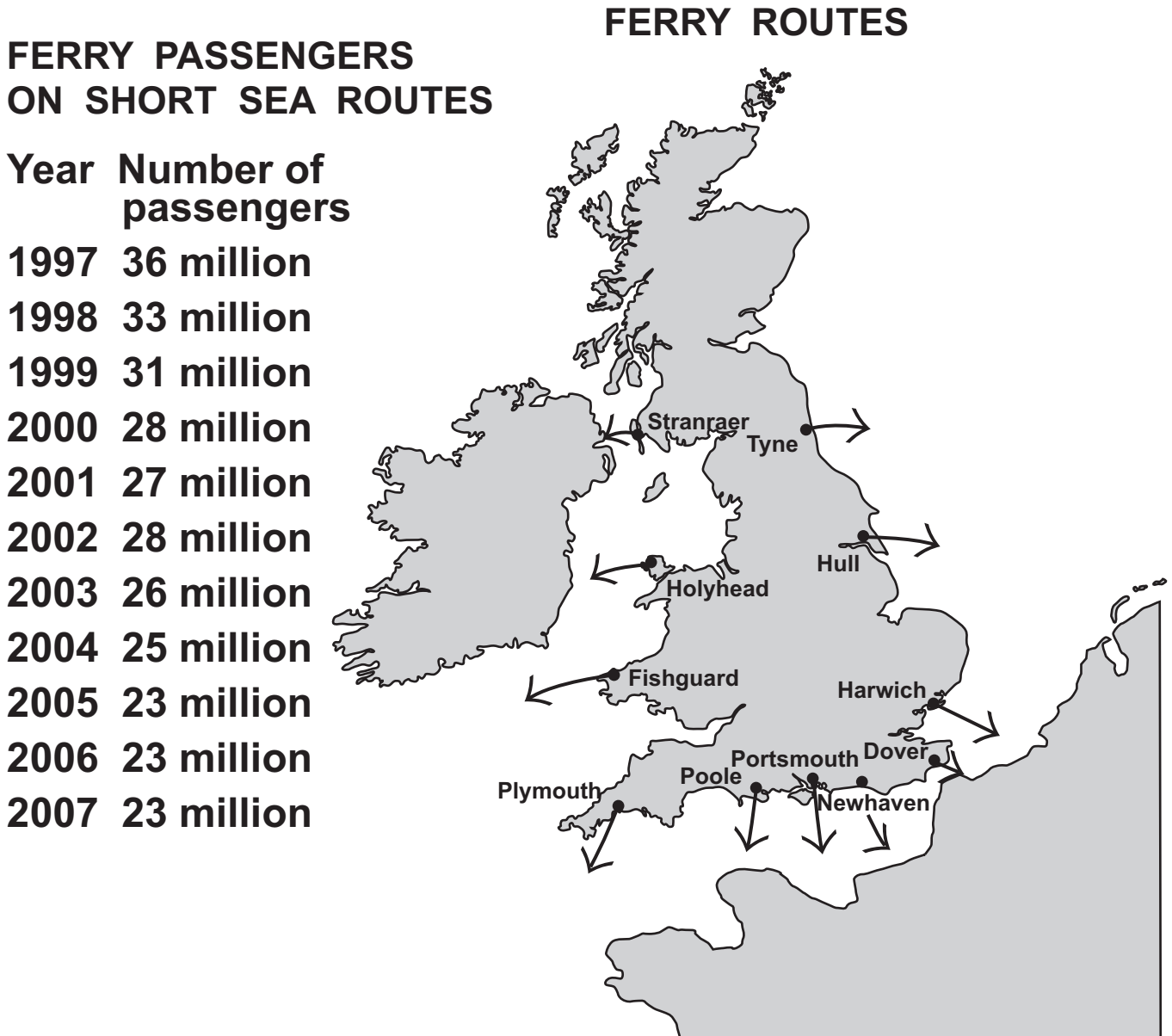
[Question 4 continues on the next page]

BLANK PAGE

TURN OVER FOR THE NEXT QUESTION

- 5 Study FIGURE 4, which shows statistics about the use of ferries from Great Britain to mainland Europe and Ireland.

FIGURE 4



- 5(a) Outline **THREE** likely reasons why many people choose to use the ferry rather than a plane when travelling to mainland Europe and Ireland. [3 × 2 = 6 marks]





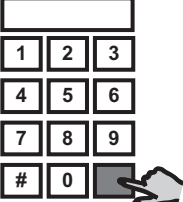









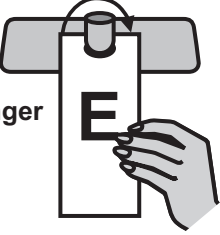
1 _____

2 _____

3 _____

5 (b) Explain ONE possible reason for the decline in ferry passenger numbers shown in FIGURE 4. [2 marks]

FIGURE 5

<p>Welcome to Eurotunnel</p>  <p>Appuyez pour commencer l'enregistrement</p>  <p>Press to check in</p>  <p>Press  for assistance</p>	<p>Touch the flag to select your preferred language.</p>
<p>To retrieve your booking ...</p> <p>Key-in your 8-digit booking reference</p>  <p>To delete press </p> <p>OR</p> <p>Insert card used for booking Your card will not be debited</p>  <p>Confirm</p> <p>Press  for assistance</p> 	<p>Key in your eight-digit booking reference number or insert your payment card for identification.</p>
<p>Press on departure time to select</p>  <p>13:30 No charge</p>  <p>14:15 Your booked departure</p>  <p>Press  for assistance</p>	<p>The time of your shuttle is confirmed.</p> <p>If space is available on an earlier shuttle, you may choose an earlier departure time.</p>
<p>Hanger printing in progress ...</p>  <p>Departure letter printed on hanger Display on rear view mirror</p>  <p>Follow signs to the Passenger Terminal Building</p>	<p>Your departure hanger is printing.</p> <p>Display the hanger on your rear-view mirror.</p>
<p>We wish you a pleasant journey with Eurotunnel.</p>	

[Question 5 continues on the next page]

BLANK PAGE

TURN OVER FOR THE NEXT QUESTION

- 7 Study FIGURE 6, which shows statistics about UK tourism.

FIGURE 6

	A		B		C	
Year	Visits to UK and spending by overseas residents		Visits overseas and spending by UK residents		Tourism trade balance	
	Visits (millions)	Spending (£millions)	Visits (millions)	Spending (£millions)	Visits (millions)	Spending (£millions)
1998	25.7	12 700	50.9	19 500	-25.2	- 6 800
2007	32.9	16 300	70.2	35 700	-37.3	-19 400

- 7 (a) Which of the columns shows 'inbound tourism'? Tick the correct box below. [1 mark]

A	B	C
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- 7 (b) Explain the meaning of the tourism trade balance figure -25.2 shown in the 1998 row of the table. [1 mark]

7 (c) Describe the main changes in the number of visits to and from the UK between 1998 and 2007. [3 marks]

[Question 7 continues on the next page]

**7 (d) How has spending by UK residents going abroad changed between 1998 and 2007?
[2 marks]**

**7 (e) A travel writer has said:
“In future, foreign visitors are expected to make shorter trips to the UK and they are likely to be visiting friends and relatives.”**

Suggest what effect such changes might have on the tourism trade balance. [2 marks]

[Turn over for the next question]

- 8 Study FIGURE 7 which shows some visitors to Stratford-upon-Avon.

FIGURE 7



Stratford-upon-Avon (2005)	Day visitors	935 000
	Overnight visitors	890 000
	Total	1 825 000

- 8 (a) Compare the likely impact of day visitors to tourist towns such as Stratford-upon-Avon with that of overnight visitors. [8 marks]

8 (b) Apart from the data shown in FIGURE 7, describe TWO other types of data about tourists that can be collected by public bodies such as tourist boards. [2 × 2 = 4 marks]

1 _____

2 _____

END OF QUESTIONS

BLANK PAGE

For Examiner's Use	
Examiner's Initials	
Question	Mark
1	
2	
3	
4	
5	
6	
7	
8	
TOTAL	

BLANK PAGE