

Centre Number						Candidate Number				
Surname										
Other Names										
Candidate Signature										

For Examiner's Use	
Examiner's Initials	
Question	Mark
1	
2	
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8	
TOTAL	



General Certificate of Education  
Advanced Subsidiary Examination  
June 2010

# Travel and Tourism

# TT01

## Unit 1 Inside Travel and Tourism

Wednesday 26 May 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. Do not write outside the box around each page or on blank pages.
- 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 U N 1 0 T T 0 1 0 1

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.

Description	Category of tour operator
Sell holidays for a particular geographical area or activity	<b>D</b>
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 marks)

**1 (b)** Explain how the role of tour operators has changed in recent years.

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(6 marks)

*Extra space* .....

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8

**Turn over for the next question**

**Turn over ▶**



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*.

1 .....

2 .....

(2 marks)

2 (b) Give **one** example of an *internal pressure* that affects tourism organisations providing excursions.

.....

(1 mark)









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?

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(1 mark)

4 (a) (ii) Give **one** advantage for customers of doing this, **other than** saving money.

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(1 mark)

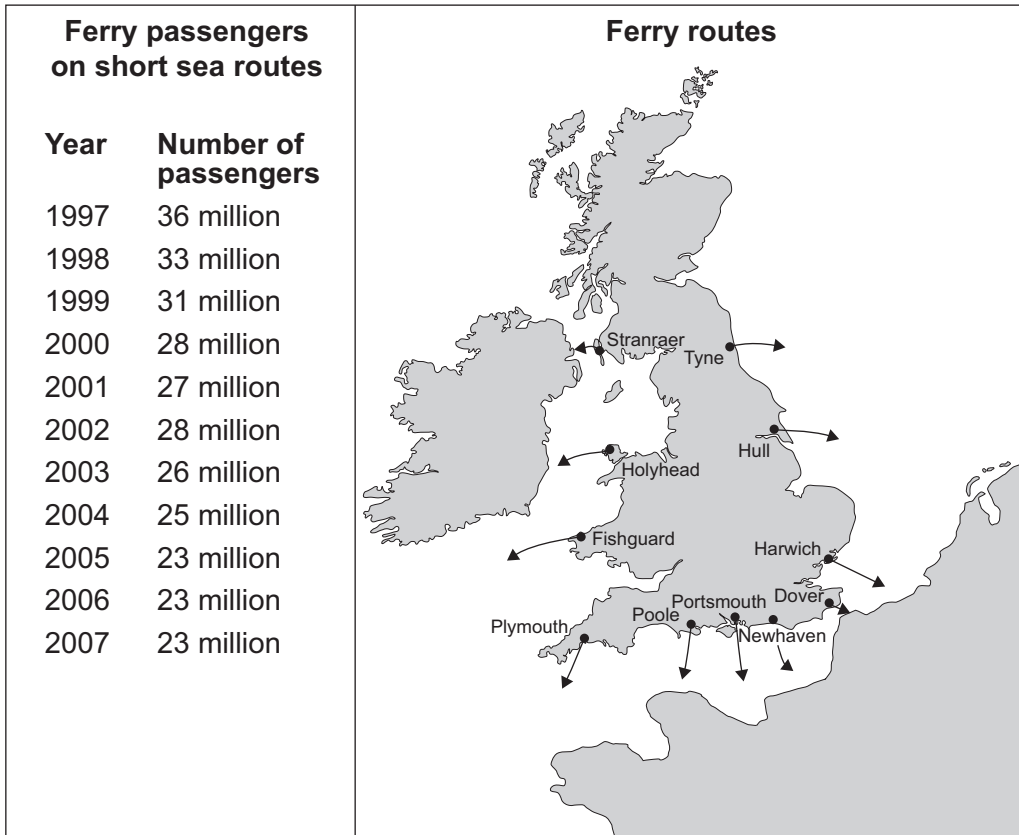






5 Study **Figure 4**, which shows statistics about the use of ferries from Great Britain to mainland Europe and Ireland.

**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.

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(3 × 2 = 6 marks)



**5 (b)** Explain **one** possible reason for the decline in ferry passenger numbers shown in **Figure 4**.

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(2 marks)

**Question 5 continues on the next page**

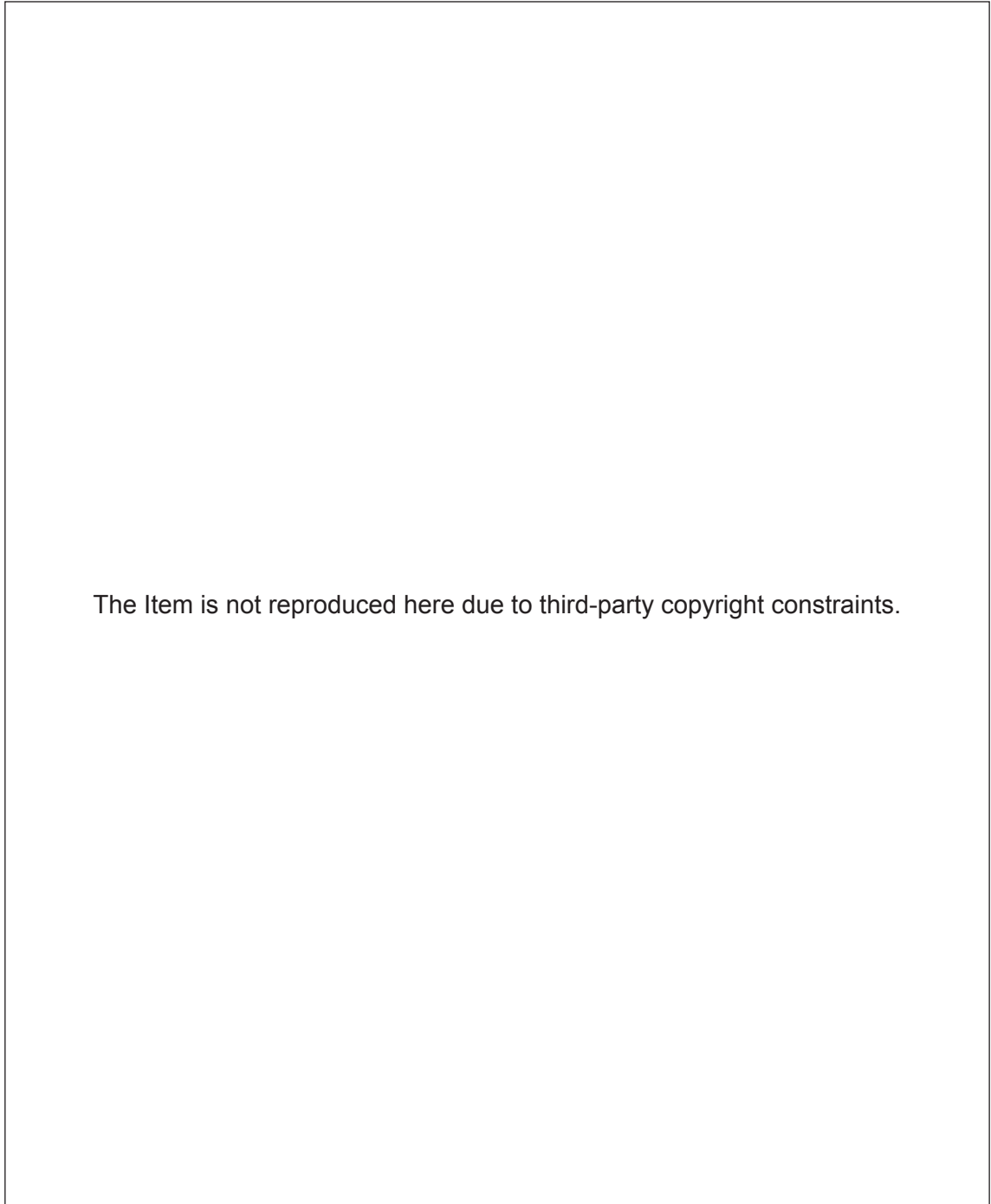
**Turn over ►**



- 5 (c)** Eurotunnel operates a shuttle train service to take cars between Folkestone and Calais through the Channel Tunnel. Drivers can book in advance for a time when they wish to travel.

Study **Figure 5**, which shows the step-by-step instructions provided on the touch screens at check-in.

**Figure 5**









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.

**A**
**B**
**C**

(1 mark)

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

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(1 mark)

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

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(3 marks)





7 (d) How has spending by UK residents going abroad changed between 1998 and 2007?

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(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.

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(2 marks)

9

Turn over for the next question

Turn over ►



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

**Figure 7**



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

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

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(8 marks)

Extra space .....

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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.

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(2 × 2 = 4 marks)

END OF QUESTIONS

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**DO NOT WRITE ON THIS PAGE  
ANSWER IN THE SPACES PROVIDED**

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Question 5	Figure 5	Customer Relations Department, Eurotunnel Group. – Item excluded due to copyright constraints.
Question 7	Figure 6	Office for National Statistics. Reproduced under the terms of the Click-Use Licence.
Question 8	Photograph	FreeFoto.com.
Question 8	Figure 7	Reproduced with permission of Stratford-on-Avon District Council.

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