Centre Number			Candidate Number		
Surname					
Other Names					
Candidate Signature					



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.

For Examiner's Use		
Examine	r's Initials	
Question	Mark	
1		
2		
3		
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7		
8		
TOTAL		



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	Answer all questions in the	spaces provided.	
1	There are several hundred tour operators in the UK. They fall into the following four categories:		
		operators rket operators	
	D – specialist	operators.	
1 (a)	Complete the right-hand column with the column (A, B, C or D). The first row of the table has		
	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		
1 (b)	Explain how the role of tour operators has c	(2 marks)	
1 (b)	Explain flow the role of tour operators has c	manged in recent years.	



	(6 marks)
	Extra space
8	

Turn over for the next question



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 <i>excursion</i> .
		1
		2
		(2 marks)
2	(b)	Give one example of an <i>internal pressure</i> that affects tourism organisations providing excursions.
		(1 mark)



2 (c)	Describe the <i>interdependency</i> between organisations from different sectors of the travel and tourism industry that contribute to providing package holidays.
	(6 marks)
	Extra space
	Turn over for the next question



3	Figure 2 shows some de	evelopments in the travel and tourism industry.				
	Figure 2					
	Some developments in the travel and tourism industry					
	1940s / 50s 1960s / 70s 1980s / 90s	Holiday camps booming in the UK Seaside holidays in the UK declining More holidays taken in long-haul locations				
	1990s / 2000s	Increase in short break holidays				
3 (a)	Describe one of the develo	elopments shown in Figure 2 and also the factors that pment.				
	Chosen development					



	(10 marks)
	Extra space
3 (b)	Budget airlines grew rapidly from the late 1990s.
	What were the main differences between the services offered by a budget airline and those offered by a traditional airline?
	(6 marks)
	(o marks)

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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 of holiday flights and accommodation on the internet?	own
		(1 mark)
4 (a) (ii)	Give one advantage for customers of doing this, other than saving money.	
		(1 mark)



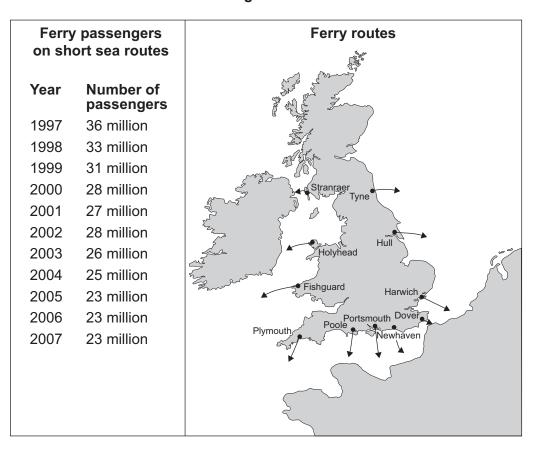
4 (b)	Explain the skills and services that travel agents can offer to customers which will ensure they have a role in the future.
	(6 marks)
	Extra space

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 Furone and Ireland

1	
2	2
3	3
	/2 × 2 = 6 marks)
	$(3 \times 2 = 6 \text{ marks})$



5	(b)	Explain one possible reason for the decline in ferry passenger numbers shown in Figure 4 .
		(2 marks)
		Question 5 continues on the next page
		Question 5 continues on the next page



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							
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plying technology to the check-in prod	tils for Eurotunnel C	Evaluate the b
(
		Extra space

Question 5 continues on the next page





5	(d)	Describe one way, other than check-in, in which technology has improved operations for a travel and tourism organisation that you have studied.
		Name of organisation
		(4 marks)
6		Imagine you are a resort representative at a holiday destination outside the UK that you have studied.
		Describe the information you would give holidaymakers about some of the <i>visitor attractions</i> in or near your overseas destination to show how they suit the needs and expectations of a range of customers.
		Name of your non-UK destination



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Turn over for the next question



7 Study **Figure 6**, which shows statistics about UK tourism.

Figure 6

	A	A	E	3	С		
Year	Visits to UK and spending by overseas residents		Visits ove spendin resid	g by UK	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	

		2007	32.9	16 300	70.2	35 700	-37.3	-19 400
7	(a)	Which o	of the columns	shows inbou	and tourism?	Tick the corre	ect box below.	
		A	В	С				(1 mark)
7		Explain the table	the meaning (e.	of the tourism	trade balanc	e figure –25.2	shown in the	e 1998 row of
								(1 mark)
7		Describe and 200	e the main ch	anges in the i	number of vis	its to and fron	n the UK betv	veen 1998
								(3 marks)



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
 Day visitors
 935 000

 (2005)
 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 mar	 ks)
Extra space	
8 (b) Apart from the data shown in Figure 7 , describe two other types of data about tourist that can be collected by public bodies such as tourist boards.	.s
1	
2	
(2 × 2 = 4 mar	 ks)

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END OF QUESTIONS





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Question 7 Figure 6 Office for National Statistics. Reproduced under the terms of the Click-Use Licence.

Question 8 Photograph FreeFoto.com.

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