

Centre Number						Candidate Number				
Surname										
Other Names										
Candidate Signature										

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



General Certificate of Education  
Advanced Subsidiary Examination  
January 2011

# Travel and Tourism

# TT01

## Unit 1 Inside Travel and Tourism

Thursday 13 January 2011 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.
- In Question 6(a) 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 in this question.



J A N 1 1 T T O 1 0 1

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

- 1** Study **Figure 1**, which shows the number of visits made to overseas destinations and spending by UK residents in 2007.

**Figure 1**

Overseas destinations	UK residents going abroad in 2007	
	Number of visits (million)	Spending £ (billion)
United States	3.6	2.6
Germany	3.4	1.2
France	3.3	1.0
Ireland	3.0	0.9
Spain	2.2	0.8

- 1 (a)** Tick **one** box in the table below to show the term which describes UK residents making visits to overseas destinations.

<b>Inbound tourists</b>	<input type="checkbox"/>
<b>Domestic tourists</b>	<input type="checkbox"/>
<b>Outbound tourists</b>	<input type="checkbox"/>

(1 mark)

- 1 (b)** Suggest reasons for the differences in spending by UK residents abroad shown in **Figure 1**.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(4 marks)



1 (c) State the **three** main purposes of travel.

1 .....

2 .....

3 .....

(3 marks)

1 (d) Describe the advantages of staying in the UK for a holiday rather than going abroad.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(6 marks)

14

Turn over for the next question

Turn over ►



2 Study **Figure 2**, an extract from a Farnborough Airshow leaflet.

**Figure 2**



The fabulous Farnborough Airshow will open to public visitors on Saturday 19 and Sunday 20 July for the ultimate family day out.

The Airshow is famous for its memorable displays, both on the ground and in the air. Our daily flying display of breathtaking aerobatics and daring manoeuvres will start around midday.

In addition to the four exhibition halls brimming with displays of the latest aerospace technology and developments, Farnborough will be hosting a team of thundering, 190 mph US-built race cars burning rubber and doing pit stop demonstrations.

For our younger visitors we have a huge number of alternative attractions and a dazzling children's activity zone.

Note : The trade show (14-18 July) is an exhibition of civilian and military aircraft and aerospace technology open to business customers only.

A family visits the Farnborough Airshow for the weekend, finding accommodation in the area for the Saturday night.

2 (a) Explain why their weekend break may be described as *non-standardised*.

.....

.....

.....

.....

(2 marks)



**2 (b)** Suggest **three** products or services which the family is likely to use while at the Airshow site, **other than** the displays and demonstrations which they will watch.

1 .....

.....

2 .....

.....

3 .....

.....

(3 marks)

**2 (c)** Describe how the success of a major event such as the Farnborough Airshow might be affected by its relationship with **two** travel and tourism sectors.

Travel and Tourism Sector 1 .....

.....

.....

.....

.....

.....

.....

Travel and Tourism Sector 2 .....

.....

.....

.....

.....

.....

(6 marks)

Turn over ►



Extra space .....  
.....  
.....  
.....  
.....

2 (d) Some local people complain about the Airshow's negative impacts.

"The noise disrupts local business and the flying displays increase air pollution!"

Describe two **positive** impacts that events such as the Farnborough Airshow can have on an area.

1 .....  
.....  
.....  
.....  
.....

2 .....  
.....  
.....  
.....  
.....

(4 marks)

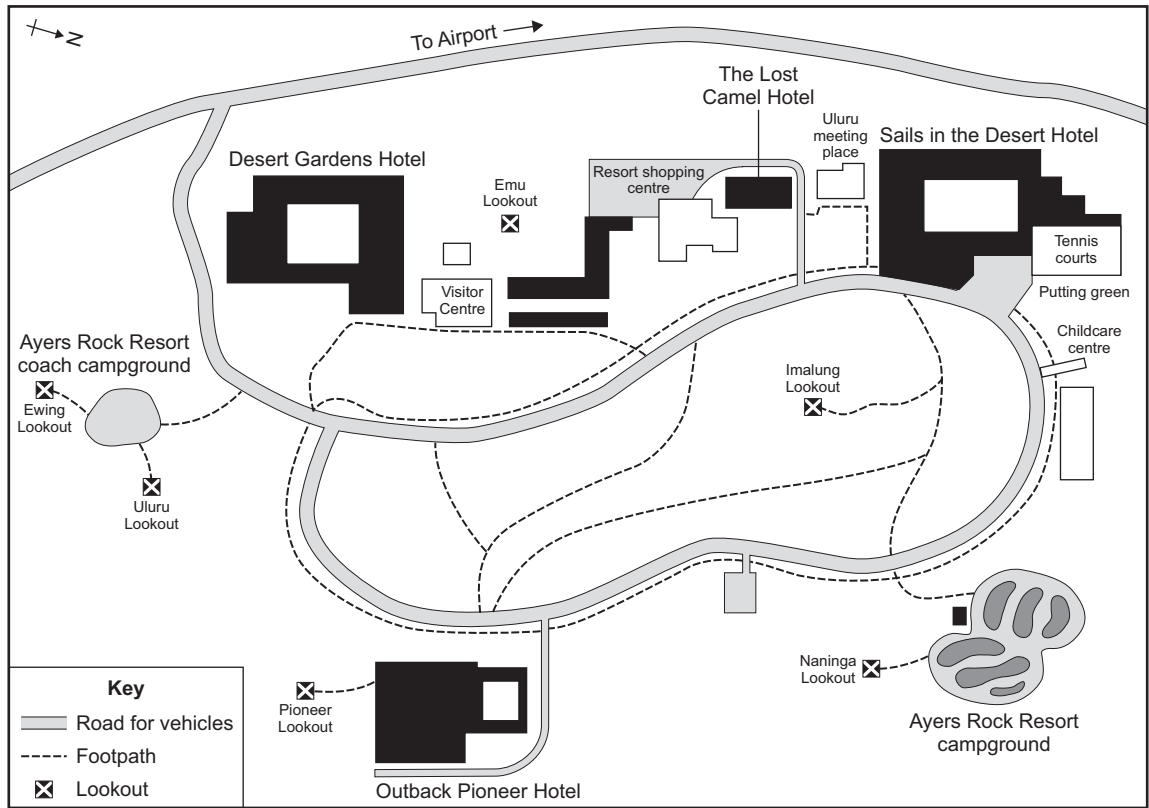
15





4 Study **Figure 3**, which is a map of Ayers Rock Resort in Australia. The resort is 17 km from Uluru, the huge natural feature shown in **Figure 4** that has become a major visitor attraction.

**Figure 3**



**Figure 4**









**Turn over for the next question**

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

**Turn over ►**



**5** Machu Picchu, 'The Lost City of the Incas', is a historic and cultural attraction 80 km north-west of the town of Cusco. It is the most visited tourist attraction in Peru.



**5 (a)** What is meant by *cultural attraction*?

.....  
.....  
(1 mark)

**5 (b)** Machu Picchu is a *World Heritage Site*.

What is a *World Heritage Site*?

.....  
.....  
(1 mark)

**5 (c)** World Heritage Sites may be threatened by commercial forces. Development should not be allowed to spoil them.

Suggest, with reasons, the kinds of tourism facilities and services that should be allowed at and around the site of a historic and cultural attraction such as Machu Picchu.

.....  
.....





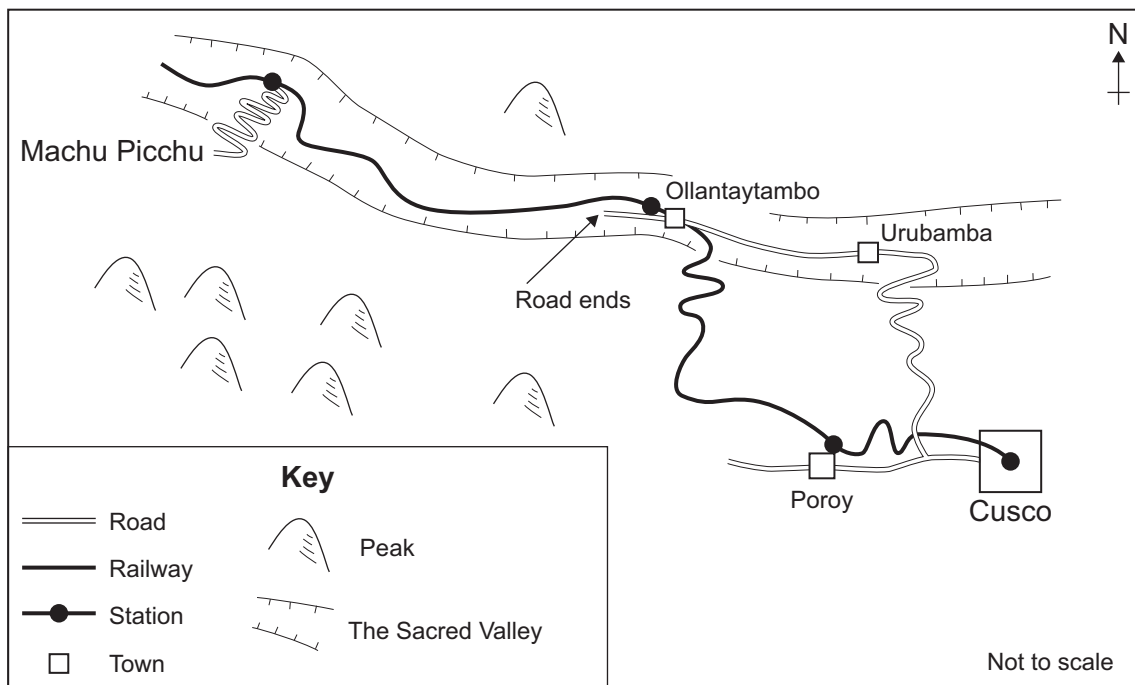
6 Travel principals provide a range of travel options to independent tourists.

Figure 5 shows three ways in which tourists may travel from the town of Cusco to the ruins of Machu Picchu. Figure 6 is a map of Machu Picchu and the surrounding area.

Figure 5

Option	Transport mode	Route	Time of departure	Time of arrival	Fare one way	Notes
1.	Local Bus	Cusco – Urubamba	–	–	\$2	2-hour journey. Times uncertain.
	Local Minibus	Urubamba – Ollantaytambo	–	–	\$1	1-hour journey. Times uncertain.
	Train	Ollantaytambo – Machu Picchu	12.10	13.35	\$35	Basic service.
2.	'Backpacker' (train)	Cusco – Machu Picchu	06.50	10.50	\$50	Basic service.
3.	Taxi	Cusco – Poroy by road (20 minutes)	–	–	–	Luxury service including cocktails and meals on outward and return trips plus minibus to Machu Picchu site; entrance fee paid.
	'The Hiram Bingham' (train)	Poroy – Machu Picchu  This train starts from Poroy to avoid the steep zigzag up the hill out of Cusco.	09.00	12.25	\$300	

Figure 6





Extra space .....

.....

.....

.....

.....

.....

**6 (b)** Outline **two** likely reasons why the Peruvian government has recently banned helicopter flights as a way of getting from Cusco directly to the Machu Picchu site.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

(4 marks)

14









*Extra space* .....

.....

.....

.....

.....

.....

.....

<b>15</b>

**END OF QUESTIONS**



**There are no questions printed on this page**

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

ACKNOWLEDGEMENT OF COPYRIGHT-HOLDERS AND PUBLISHERS

- Figure 1 Office of National Statistics – Travel Trends 2007. Reproduced under the terms of the Click-Use Licence.  
Figure 2 Photo by P. Masclet.  
Figure 2 Text – Farnborough International Airshow.  
Question 5 Photo taken by Chris Hargreaves.

