

Centre Number						Candidate Number				
Surname										
Other Names										
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For Examiner's Use	
Examiner's Initials	
Question	Mark
1	
2	
3	
4	
5	
6	
7	
TOTAL	



General Certificate of Education
Advanced Subsidiary Examination
June 2011

Travel and Tourism

TT01

Unit 1 Inside Travel and Tourism

Tuesday 17 May 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

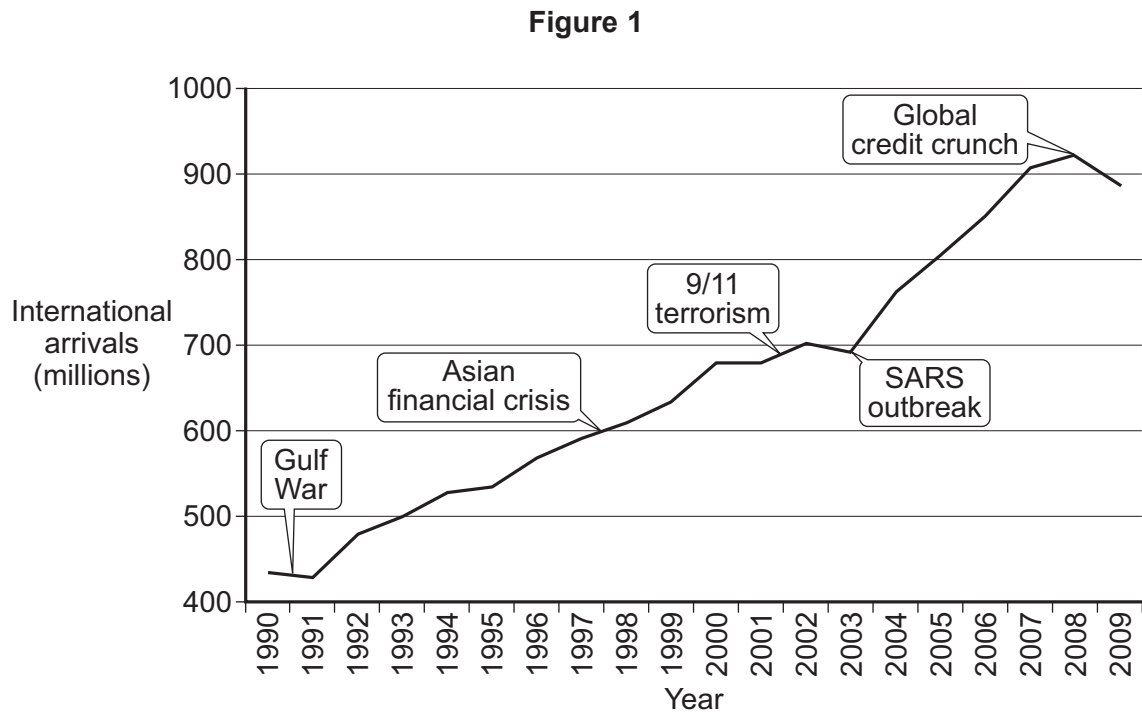
- The marks for questions are shown in brackets.
- The maximum mark for this paper is 90.
- In question 3(a) you will be marked on your ability to use an appropriate form and style of writing, to organise relevant information clearly and coherently, and to use specialist vocabulary where appropriate. The legibility of your handwriting and the accuracy of your spelling, punctuation and grammar will also be considered in this question.



J U N 1 1 T T O 1 0 1

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

- 1 Study **Figure 1**, which shows the growth of international tourism over a 20-year period.



1 (a) Identify the period when tourism grew fastest.

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(1 mark)

1 (b) The labels on **Figure 1** show *external pressures* which may have affected the growth of tourism between 1990 and 2009.

Give **two** long-lasting consequences of 9/11 for the travel and tourism industry.

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(2 marks)

Question 1 continues on the next page

Turn over ►



1 (d) Explain the effect of the external pressure chosen in **1(c)** on the operations of UK-based tour operators.

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(6 marks)

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15

Turn over for the next question

Turn over ▶



2 Study **Figure 2** and **Figure 3** about the holiday island of Ibiza.

Figure 2

Origin of tourists arriving in Ibiza

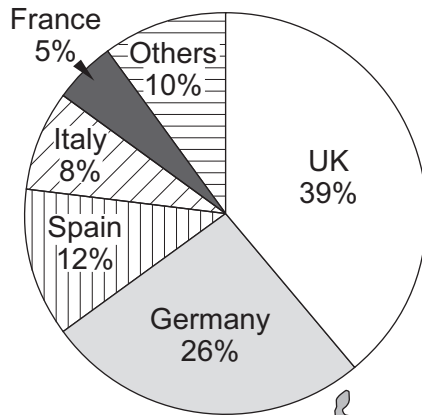


Figure 3

Until the 1970s, the island of Ibiza was a select holiday spot for the rich and famous. Nowadays, 1.75 million visitors head to the Mediterranean island each summer. Many are attracted by its reputation as the nightlife capital of the world. They come not to relax but to party and enjoy a holiday in the sun with dancing till dawn. In Ibiza Town or San Antonio, venues such as Privilege attract thousands of young clubbers.

As an alternative, Ibiza's west coast is where you can head for an activity holiday amid dramatic coastal scenery. Portinatx in the north is about as far away as you can get from the hectic nightlife. The south-east coast, just 30 minutes from the airport, is a destination for families, with its extensive beaches, excursions and tours to every part of the island, and nice bars, cafes and shopping.



2 (a) Suggest reasons for the pattern of tourist arrivals in Ibiza shown in **Figure 2**.

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(4 marks)

2 (b) Outline **two** factors, **apart from** the attractions of the island, which have encouraged the growth of mass tourism to Ibiza and similar Mediterranean destinations since the 1970s.

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(2 x 2 = 4 marks)

Question 2 continues on the next page

Turn over ►



2 (c) A range of *activity holidays* takes place on Ibiza.

Give **two** reasons for the current popularity of *activity holidays*.

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(2 x 2 = 4 marks)

2 (d) Some people regard the growth of tourism on Ibiza as 'a mixed blessing'.

2 (d) (i) Outline **three** benefits that tourism brings to destinations like Ibiza.

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(3 x 2 = 6 marks)



2 (d) (ii) How does the rapid growth of tourism in places like Ibiza threaten the natural environment?

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24

Turn over for the next question

Turn over ▶



3 (a) Imagine that you work at the tourist information centre in a UK tourist destination.

Describe the information that you would give to tourists about different types of *visitor attraction* in or near the destination, showing how they suit the needs and expectations of a range of customers.

Answer this question in continuous prose. The quality of written communication in your answer will be assessed.

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Question 3 continues on the next page

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3 (b) Using examples from a **named** tourist destination, assess the importance of the interdependency between organisations from different sectors of the travel and tourism industry.

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(6 marks)

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18



Extra space

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4 (b) Identify **two** services offered by travel agents, **apart from** making reservations.

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(2 marks)

10



5 Study **Figure 4**, which shows a group of friends on a camping holiday.

Figure 4



5 (a) Suggest how people taking camping holidays would make use of products/services provided by **two** named sectors of the travel and tourism industry.

Name of 1st sector

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Name of 2nd sector

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(2 marks)

Question 5 continues on the next page

Turn over ►



5 (b) Explain **three** advantages of a camping holiday.

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(3 x 2 = 6 marks)

8



6 (a) Figure 5 gives definitions of four types of travel and tourism product.

Using recognised travel and tourism terms, complete the table.

The first type has been done for you.

Figure 5

Definition of type of travel and tourism product	Recognised term for travel and tourism product
The product is frequently modified to meet the changing needs and expectations of customers.	Dynamic
The product must be used at a certain time. It cannot be stored or saved for use at a later date.
The customer is able to choose how to use the product, so that experiences of the product will vary from person to person.
There is no product except what is felt by the customer, such as excitement, enjoyment and atmosphere.

(3 marks)

Question 6 continues on the next page

Turn over ►



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6

END OF QUESTIONS

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