

Answer ALL the questions. Write your answers in the spaces provided.

Read the information below before answering Question 1. Travelheaven is a fictitious organisation.

1. Travelheaven is a small tour operator specialising in organising package and independent holidays to destinations in Asia. Holidays typically include scheduled flights, minimum four-star hotels and private airport transfers. Customers can also pre-book excursions.

(a) Explain what is meant by the following types of tourism.

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Independent

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Excursion

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Travelheaven uses scheduled flights rather than charter flights for its holidays.

(b) Describe **three** products and services of scheduled flights.

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(6)



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One of the values of Travelheaven is to limit any negative impacts of its operations on the local environment. However one of the characteristics of the travel and tourism industry is that it has both positive **and** negative impacts on a host environment.

- (d) Analyse how the travel and tourism industry has both positive and negative impacts on a host environment. Make reference to real examples you have researched to support your answer.

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Q1

(Total 30 marks)



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2. The tables on page 8 include statistics on the popularity of visitor attractions in the UK.

(a) Give an example of a leading UK visitor attraction.

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(1)

(b) Describe **three** products and services of **one** attraction.

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(6)



Use the following statistics adapted from the VisitBritain report 'Visitor Attractions Trends England 2004' to answer questions 2(c) and (d).

Adult Admission Prices 2003–2004 (Paid Admission) – by category

Category	Average adult charge		% change
	2003	2004	
Country parks	£4.01	£4.45	+11
Farms	£3.85	£4.21	+9
Gardens	£4.01	£4.26	+6
Historic houses/castles	£4.68	£4.93	+5
Other historic properties	£2.68	£2.91	+9
Leisure/theme parks	£9.37	£9.84	+5
Museums/art galleries	£3.01	£3.13	+4
Steam/heritage railways	£5.60	£6.40	+14
Visitor/heritage centres	£4.06	£4.26	+5
Wildlife attractions/zoos	£5.74	£6.01	+5
Workplaces	£4.04	£4.09	+1
Places of worship	£4.41	£4.73	+7
Other	£5.00	£5.11	+2
England	£4.17	£4.41	+6

Five Year Trend (2000–2004) Number Of Visits (Millions) – by category

	Country parks	Farms	Gardens	Historic properties	Leisure/theme parks	Museums/art galleries	Steam/heritage railways	Visitor/heritage centres	Wildlife attractions/zoos	Workplaces	Places of worship	Other attractions	Total England
2000	14.0	2.0	5.9	25.2	19.1	38.2	1.8	3.2	2.4	9.2	9.4	8.6	139.0
2001	12.4	1.6	7.4	23.4	19.1	37.5	1.9	3.5	2.5	8.6	10.1	8.1	136.1
2002	14.5	2.4	8.3	25.4	19.0	42.7	2.0	3.8	2.9	8.4	10.4	9.1	149.0
2003	16.0	3.0	8.6	26.1	19.7	41.9	2.0	4.1	3.0	7.8	10.2	9.1	151.5
2004	16.5	3.0	8.1	26.3	19.4	44.3	2.1	4.1	2.9	7.8	9.9	9.2	153.6

(c) State the category of attraction that has seen the biggest rise in number of visits between 2000 and 2004.

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(1)



(d) Using the tables, assess how price rises between 2003 and 2004 have affected visitor numbers to attractions.

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One characteristic of the travel and tourism industry is that it is predominantly private sector led.

(e) Analyse how this characteristic applies to the attractions sector of the travel and tourism industry. Use examples you have researched to support your answer.

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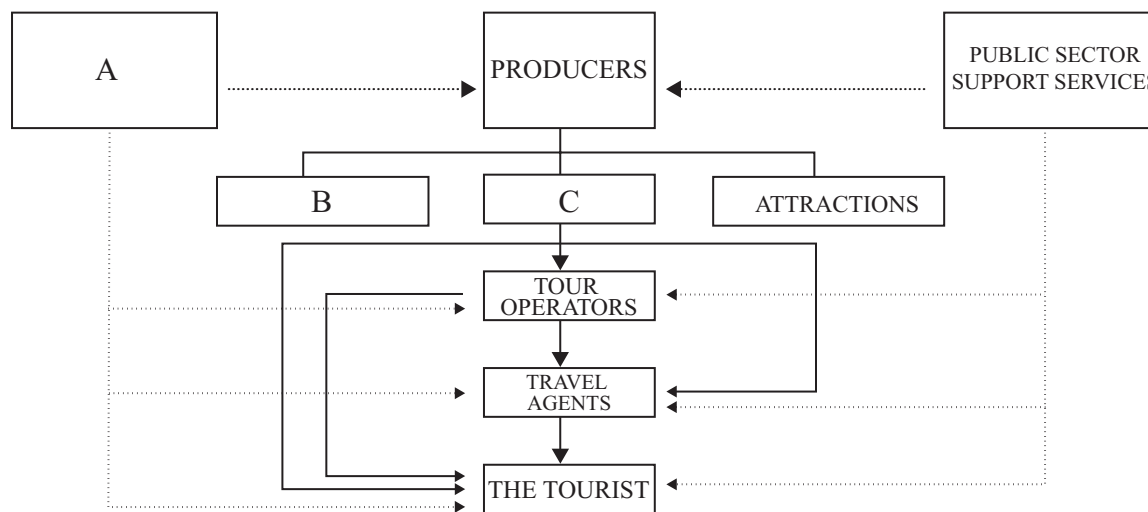
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(Total 24 marks)

Q2



3. The structure of the travel and tourism industry is often shown in the form of a diagram. The diagram below shows the chain of distribution for the travel and tourism industry. It is incomplete.



(a) Complete the diagram by stating the type of organisation that should be included at A, B and C.

A

B

C

(3)

(b) Give an example of an organisation of type A and of type B.

A

B

(2)



(d) Analyse how travel agents interrelate with and are dependent upon other sectors of the travel and tourism industry.

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Q3

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4. There are a number of factors that have led to the development of tourism since the second world war. These include *changing consumer needs, expectations and fashions* and *product developments and innovation*.

Totally Travel Ltd has bought Page and Moys Leicester-based call centre and its 1st4cruising.com and go-nowtravel.com websites. With a £40 million turnover the business is among the top five UK cruise retailers. Totally Travel Ltd will be an independent agency, and by concentrating on cruising will never really compete fully with the “Big Four”. Totally Travel has been set up to target business opportunities in travel. It will unveil details of a tour operation within the next three months. This will package long haul cruise-based products for the UK. A spokesman said, ‘cruising business is booming; it’s a sector that has potential and there is going to be enormous capacity because ship-building is going through a phase of growth.’ He also added that improvements to websites are planned but does not see cruising becoming a big online player because of the complexity and cost of the product. Totally Travel will continue to look for investment opportunities but has ruled out opening high street travel agents.

(Source: Adapted from an article in *Travel Weekly*)



Explain why Totally Travel would not expect their cruise retailer to be a 'big online player'.

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(Total 8 marks)

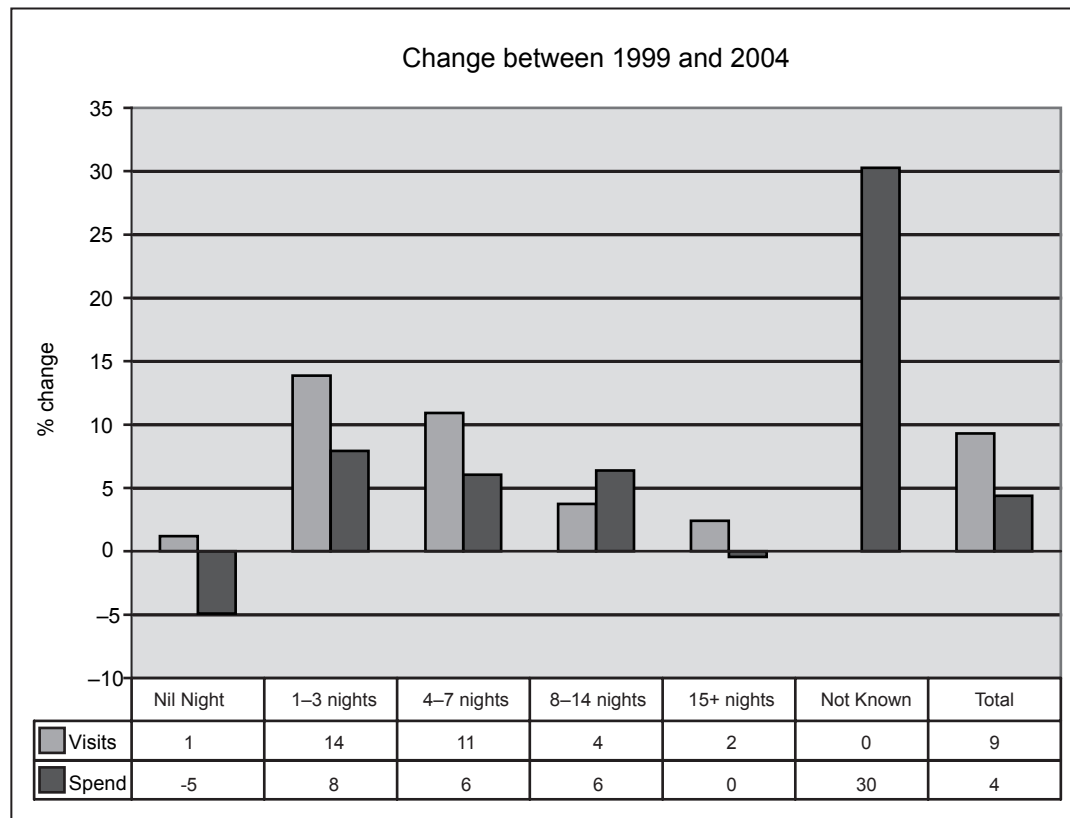
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Q4



Use the data below to answer question 5.

	Visits (000)		Spend (£m)	
	1999	2004	1999	2004
Nil nights	2,053	2,077	139	133
1–3 nights	10,046	11,440	2,672	2,884
4–7 nights	6,782	7,522	3,200	3,393
8–14 nights	3,478	3,608	2,231	2,374
15+ nights	3,035	3,108	4,166	4,147
Not Known	-	-	90	117
Total	25,394	27,755	12,498	13,047



(Source: International Passenger Survey, Office for National Statistics)

5. (a) Calculate the percentage change in visitor numbers staying 1–3 nights.

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