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Answer ALL the questions. Write your answers in the spaces provided.
Read the information below before answering Question 1.
Peniswarwaen Farm is a fictitious organisation.

1. Peniswarwaen Farm is situated between the mountains of Snowdonia and the Anglesey Coast of North Wales. It has some bedrooms it makes available for tourists visiting the Snowdonia National Park. It attracts adventure tourists who like to use the farm as a base for exploring the National Park. These are all domestic tourists. The owners feel there is potential to attract business tourists.

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

Adventure

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(2)

Business

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(2)

Domestic

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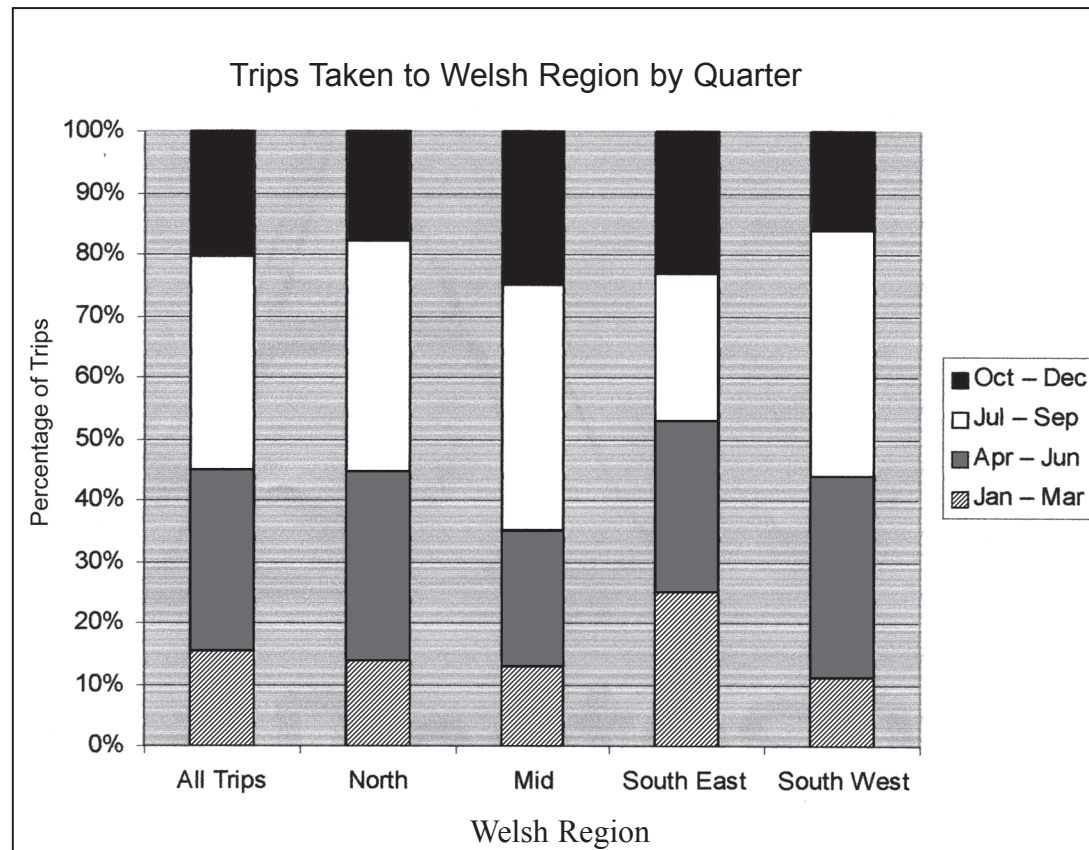
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Each year, the Wales Tourist Board undertakes research and produce statistics. Organisations in the travel and tourism industry can use these statistics to assist in developing their products and services and their operations.

Use the statistics below to answer Question 1 (c)



Domestic UK Trips to Wales by Region of Origin

	All Trips %	North %	Mid %	South East %	South West %
England	75	84	71	72	65
Wales	22	15	25	22	32
Scotland	2	0.5	3	4	3
N. Ireland	0	0.4	0	1	1
English Region					
North East	1	0.6	1	1	1
North West	19	39	22	3	9
Yorks/Humber	4	5	2	7	3
East Midlands	4	5	3	6	2
West Midlands	19	20	30	13	15
South West	8	5	6	10	12
Eastern	4	3	2	5	9
London	6	2	7	12	3
South East	10	5	9	17	12
BASE	8.9m	3.3m	1.5m	2.2m	1.9m

(Source: www.wtborline.gov.uk)



There are other characteristics of the travel and tourism industry.

3. (a) The farm is planning to attract business tourists. Suggest how the farm could use technology to adapt its products and services to meet the needs of business tourists. Justify your answers.

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(b) Describe how **one** travel and tourism organisation you have researched has made use of technology.

Organisation

Description

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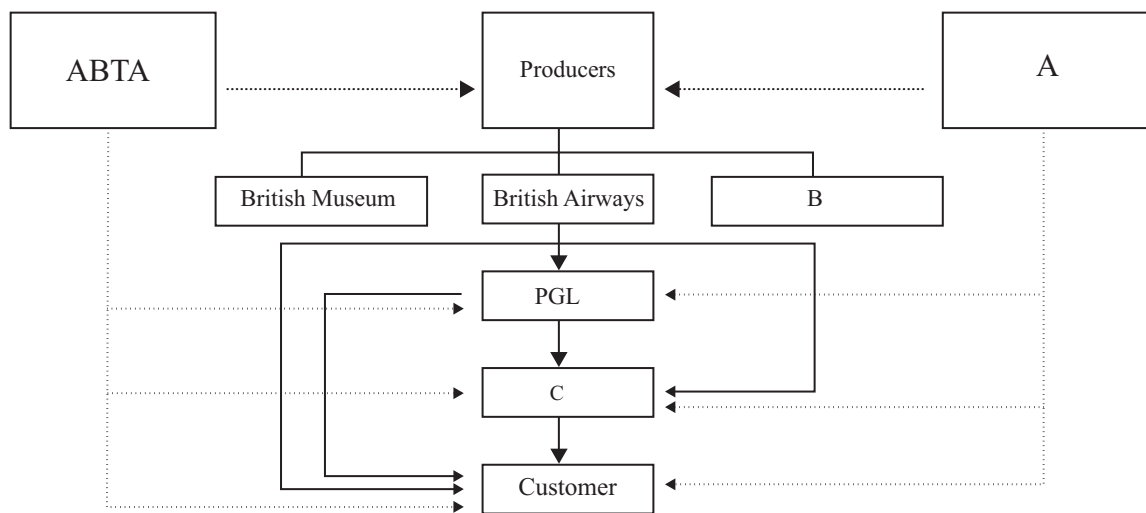
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Q3

(Total 14 marks)



4. 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) Give the name of **one** example of an organisation for each box identified with a letter in the diagram.

A

B

C

(3)

(b) The tour operations sector of the industry is often said to be dominated by 'the Big Four'. Give the names of the **four** largest UK tour operators that make up the Big Four.

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(4)



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(c) The four largest tour operators are all vertically integrated. Explain what is meant by the term *vertical integration*.

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(4)

(d) Explain how the four largest tour operators can affect the chain of distribution of the travel and tourism industry.

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(6)

(Total 17 marks)

Q4

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5. There are a number of factors that have led to the development of tourism since the Second World War. One of these is product development and innovation.

(a) Describe **one** example of product development and innovation and explain how it has led to the development of tourism.

Example

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Explanation

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(6)





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Socio-economic factors have also led to the development of travel and tourism.

(b) Analyse how socio-economic factors have led to the current characteristics of the travel and tourism industry.

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(8)

Q5

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(Total 14 marks)



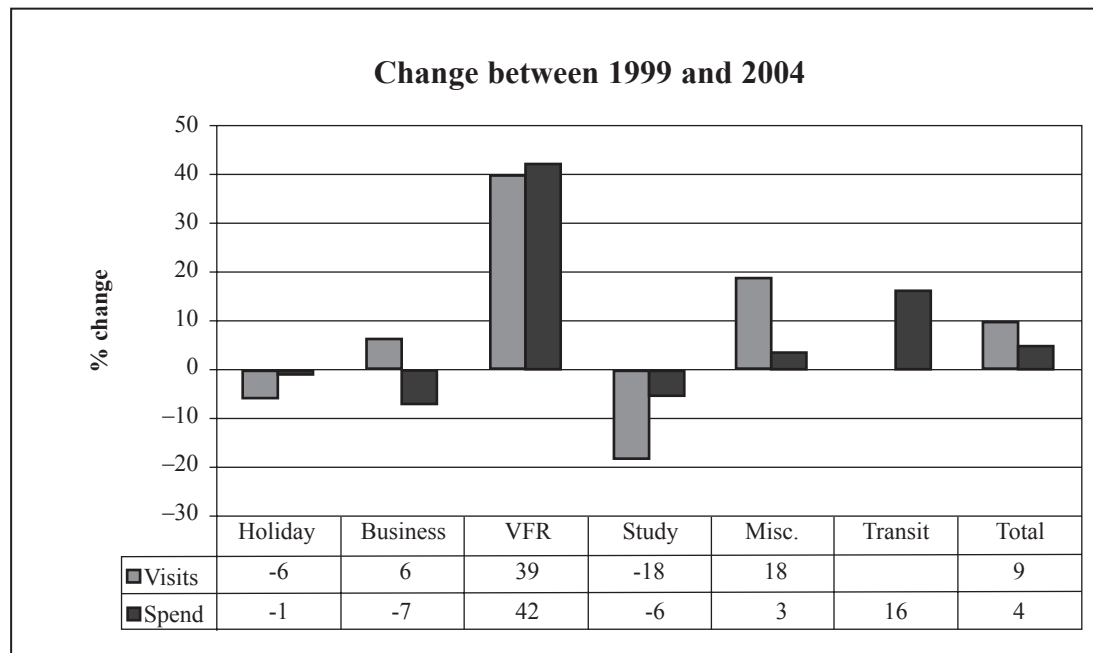
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6. Use the table and graph below to answer the following questions:

Overseas Visitors to the UK 1999 and 2004 (change over 5 years)

	Visits (000)			Spend (£m)		
	1999	2004	% chge	1999	2004	% chge
Holiday	9,826	9,275	-6	4,251	4,218	-1
Business	7,044	7,470	6	3,967	3,682	-7
VFR	5,640	7,861	39	2,133	3,026	42
Study	718	585	-18	1,113	1,050	-6
Misc.	2,166	2,564	18	996	1,027	3
Transit				39	45	16
Total	25,394	27,755	9	12,498	13,047	4



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

(a) Calculate the spend per visit in 2004 for overseas visitors on holiday, on business and visiting friends and relatives (VFR). Complete the table below.

Type of overseas visitor	Spend per visit in 2004
Holiday	
Business	
VFR	

(3)



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