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Answer ALL the questions. Write your answers in the spaces provided.
Read the following information before answering Question 1.
Crown Hotels is a fictitious organisation.

1. Crown Hotels own 23 hotels throughout the world, mainly in the Far East. All hotels are rated at least five stars or equivalent. They have three hotels in the UK; all in London. They are planning to develop a new hotel on the South Coast in Southampton, Hampshire. They anticipate mainly attracting business tourists during the week and leisure tourists at the weekend. They also feel the new hotel will attract outgoing tourists using the port of Southampton for cruises.

- (a) Describe the following types of tourism.

Business

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(2)

Leisure

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(2)

Outgoing

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(2)



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Crown Hotels realise in order to attract tourists to five star hotels, the products and services provided must be appropriate.

(c) Other than accommodation, describe **three** products and services that Crown Hotels could provide to attract tourists.

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(6)



Another characteristic of the travel and tourism industry is that it is 'vulnerable to external pressures'.

(e) (i) Describe **one** example of an external pressure that you have researched.

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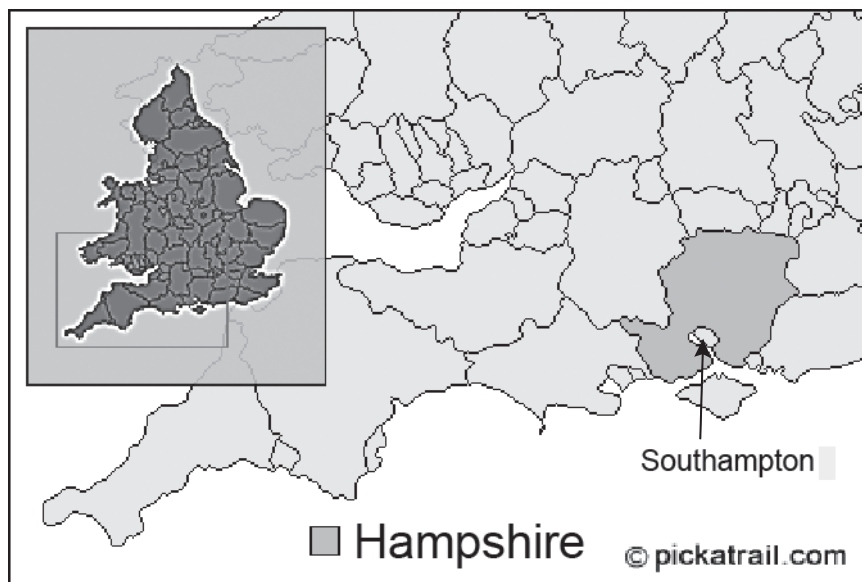
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Hampshire County Council present statistics on different aspects of tourism on their website www.hants.gov.uk. The statistics below relate to employment levels in travel and tourism.



Annual Business Enquiry Employee Analysis

| Industry Sector | Number of Employees by Region | | |
|--|-------------------------------|------------------|-------------|
| | South East | Hampshire County | Southampton |
| Hotels | 41400 | 6600 | 900 |
| Caravanning and Camping Parks | 5900 | 1300 | 0 |
| Restaurants, Cafes and Snack Bars | 84300 | 12000 | 3100 |
| Public Houses, Bars and Nightclubs | 76900 | 13200 | 2600 |
| Activities of travel agencies and tour operators | 20700 | 2300 | 400 |
| Libraries, Archives, Museums and other Cultural Activities | 11100 | 1700 | 200 |
| Sporting Activities | 46700 | 6900 | 1100 |
| Other Recreational Activities | 14800 | 1800 | 1000 |
| TOTAL NUMBER OF EMPLOYEES | 301800 | 45800 | 9300 |

(Source: adapted from 'Annual Business Enquiry', ONS, June 2006)



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(f) (i) Calculate which of the following regions has the largest percentage of employees working in the hotel sector.

South East

Hampshire County

(1)

(ii) From the data provided, explain how employment levels in tourism could affect Crown Hotels developing the Southampton hotel.

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(3)



Volume and Spending of Tourists in 2004

All references to statistical data for Hampshire also includes Southampton and Portsmouth.

| UK Residents | | | |
|---------------------------|------------------|-------------------|----------------------|
| | Trips (millions) | Nights (millions) | Spending (£millions) |
| Hampshire | 3.9 | 10.7 | 558 |
| Tourism South East Region | 16.6 | 48.5 | 3006 |
| England | 101.4 | 314 | 18960 |

(Source: 'United Kingdom Tourism Survey and Cambridge Model', 2004)

| Overseas Residents | | | |
|---------------------------|-------------------|-------------------|----------------------|
| | Visits (millions) | Nights (millions) | Spending (£millions) |
| Hampshire | 0.53 | 4.1 | 185 |
| Tourism South East Region | 3.95 | 31.3 | 1467 |
| England | 23.6 | 199.4 | 11343 |

(Source: 'International Passenger Survey, Office for National Statistics and Cambridge Model', 2004)



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2. One factor that has led to the development of tourism is 'product development and innovation'.

(a) Describe **two** product developments in the transport sector that have occurred since the end of the Second World War.

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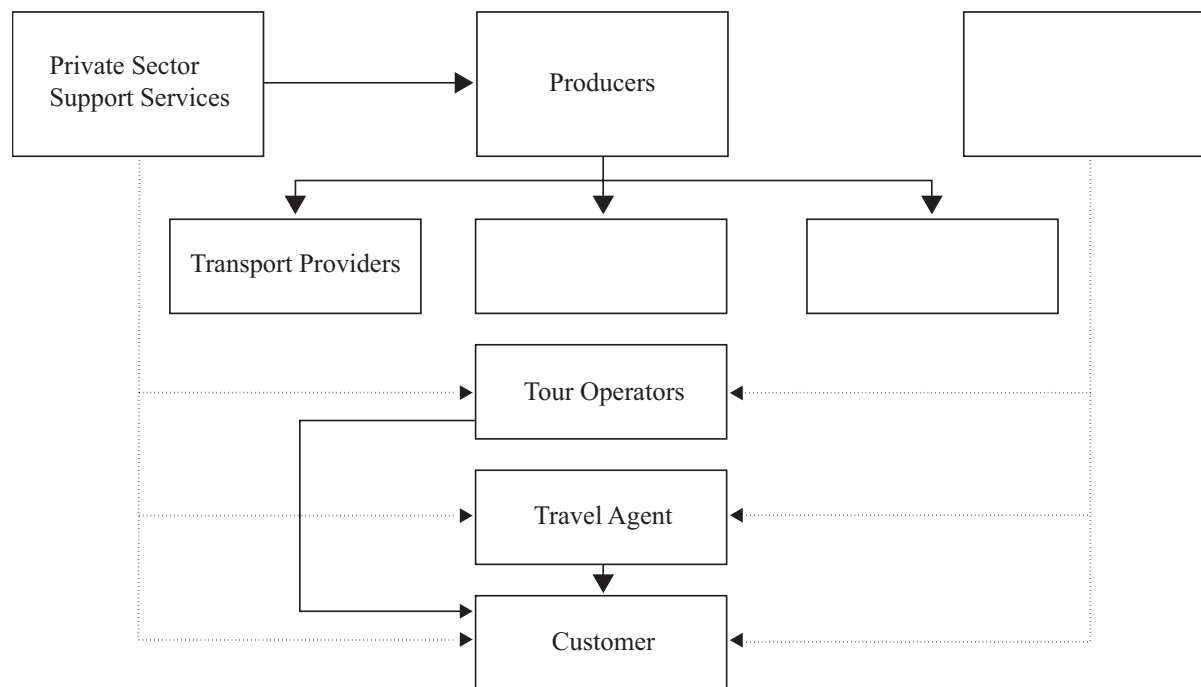
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(6)



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 filling in the blank boxes and adding arrows where appropriate, to show all relevant sectors of the industry and where they interrelate.



(7)

Within the travel and tourism industry, there is evidence of horizontal and vertical integration.

(b) Describe **one** example of **vertical integration** in the travel and tourism industry that you have researched.

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(4)



