

Write your name here	
Surname	Other names
Centre Number	Candidate Number
Edexcel GCE	
<h1>Travel and Tourism</h1> <h2>Advanced Subsidiary</h2> <h3>Unit 1: The Travel and Tourism Industry</h3>	
Wednesday 26 May 2010 – Morning Time: 1 hour 30 minutes	Paper Reference 6987/01
You do not need any other materials.	Total Marks

Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and candidate number.
- Answer **all** questions.
- Answer the questions in the spaces provided
– *there may be more space than you need.*
- You may use a calculator.

Information

- The total mark for this paper is 90.
- The marks for **each** question are shown in brackets
– *use this as a guide as to how much time to spend on each question.*
- Quality of written communication will be taken into account in the marking of your responses to questions 5(b) and 6(c). These questions are indicated with an **asterisk** (*)
– *you should take particular care on these questions with your spelling, punctuation and grammar, as well as the clarity of expression.*

Advice

- Read each question carefully before you start to answer it.
- Keep an eye on the time.
- Try to answer every question.
- Check your answers if you have time at the end.

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

Read the following information before answering Question 1.

'After the washout of recent British summers, owners of businesses in the holiday and tourist industries know that they can't count on the British weather for their livelihood. However, due to poor exchange rates, the industry is hoping that **UK families normally holidaying in Europe will choose to stay in the UK this year**, and that the weak pound will attract more **visitors to the UK from the United States**.'

(Source: adapted from an article in the *Daily Mail*, 12 December 2008)

1 (a) The article above is describing three types of tourism. State which types.

(i) **UK families normally holidaying in Europe.**

(1)

(ii) UK families who **will choose to stay in the UK this year.**

(1)

(iii) **Visitors to the UK from the United States.**

(1)



One company in the UK that has responded to the recent poor economic climate is Travelodge. It offered hotel rooms from as little as £9 per night to customers who booked early.

(b) Give details of how a travel or tourism organisation you have researched (other than Travelodge) has responded to the recent poor economic climate.

Name of organisation

(1)

Details of its response

(3)

Business tourism will also be affected by a poor economic climate.

(c) Describe the term 'business tourism'.

(2)

(Total for Question 1 = 9 marks)



Read the following information before answering Question 2.

Both GBR Tours and Bullring Coaches are fictitious organisations.

GBR Tours is a UK coach operator based in Birmingham. It specialises in one week holidays, between April and late September, to hotels in UK seaside resorts. These holidays include full board accommodation and activities, such as ballroom dancing in the evenings. Currently its main market is the over-60s. Very few families or young couples travel with GBR Tours.

GBR Tours have four 55-seater coaches, all fully equipped with WC, air conditioning and reclining seats.

GBR Tours' objectives are:

1. To attract a lower age group to its existing UK tours
2. To increase its UK product range in the off-peak months from October to March.

GBR Tours has noticed that one of its competitors has recently put this advert in the local paper, and wish to offer similar products in the off-peak months.

Bullring Coaches

Snowdon Mountain Railway 14 October

'Enjoy 2½ hours of spectacular scenery including a ride on the famous railway to the summit of Snowdon, followed by a two course lunch at the Royal Victoria Hotel. Before we leave for home, there will be time for shopping.' £49 per person

Mamma Mia 22 November

Two night London Theatre Weekend from only £139 per person

Call now for more details 0121 652 2222

Local pick up available



2 (a) Describe **two** new products which GBR Tours could develop to meet its objectives. Explain how each product will enable GBR Tours to meet the specified objective.

(i) Objective 1: To attract a lower age group to its existing UK tours.

New product 1

(2)

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Explanation

(3)

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(ii) Objective 2: To increase its UK product range in the off-peak months from October to March.

New product 2

(2)

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Explanation

(3)

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Bullring Coaches working with the Snowdon Mountain Railway and the Royal Victoria Hotel are examples of 'interrelationship'.

(b) Describe **another example** of interrelationship in the tourism industry. You should use a real example you have researched or studied in class.

(2)

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Read the following information before answering Question 2(c).

'Currency fluctuations' are an external pressure. The following is an example of a currency fluctuation.

A sterling revival for the Great British Holiday

Travel firms reported a boom in British holiday bookings, as the falling pound made holidays to European destinations even more expensive.

The pound fell in December 2008 £1.00 = 1.12 Euros. Two years ago, the exchange rate was £1.00 = 1.45 Euros.

What will your pound buy in France?		
Item	Price in	
	Dec 2007	Dec 2008
Bottle of beer	£3.03	£3.72
Can of coke	£2.65	£3.26
Bottle of mineral water	68p	84p
Three course meal for two	£34.08	£41.88
Factor 15 sun cream	£6.82	£8.38
English newspaper	£1.89	£2.33
Cup of coffee	£1.51	£1.86

(Source: adapted from *Daily Mail*, 12 December 2008)



GBR Tours is also considering two other ways to expand:

- to take British tourists to French destinations
- to bring European tourists to British destinations.

(c) Explain how GBR Tours could use information such as exchange rates, currency fluctuations and costs of typical products to help it make a decision.

(4)

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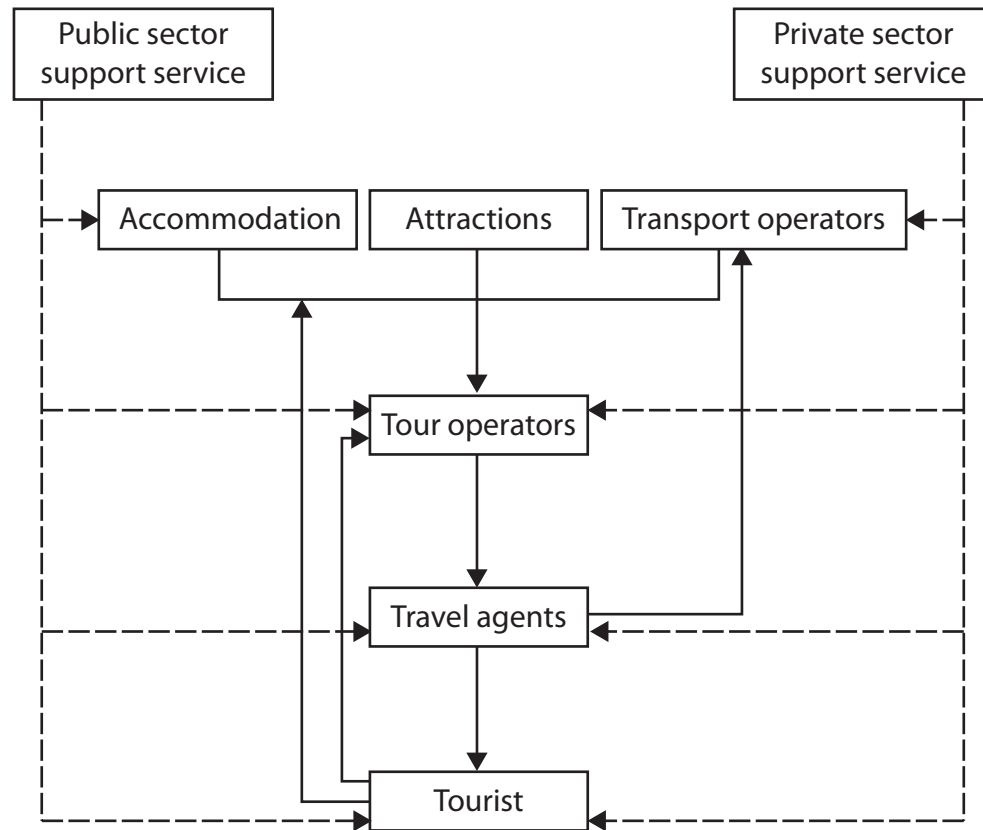
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(Total for Question 2 = 16 marks)



The structure of the travel and tourism industry is often represented as a diagram known as the chain of distribution.



Use the following scenario to answer Question 3(a).

Alison and Charlotte have decided to book a holiday to Marmaris in Turkey for two weeks in August.

They go to **Co-op Travel** in their local town and find a suitable holiday in the **Cosmos Holidays** brochure.

They book this holiday, and are flying with **Monarch Airlines** and staying at the **Marmaris Apartments**.

Alison decides to take out insurance through her bank, **Barclays**. Before travelling, she checks out the **Visit Turkey website** on the internet to find out what there is to do in the area.



3 (a) Using the scenario, state the **example** which matches the correct sector of the chain of distribution.

(6)

Accommodation

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Tour operator

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Transport operator

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Travel agent

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Private sector support service

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Public sector support service



Alison and Charlotte have been told that they would have saved money if they had booked their holiday on the internet.

(b) Other than saving money, assess **both** the advantages and disadvantages to **customers** of using the internet to book their holiday.

(6)

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(c) Many travel and tourism organisations are vertically integrated. Explain what is meant by the term '**vertical integration**'. You could use an example you have researched or studied in class to support your answer.

(4)

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(Total for Question 3 = 16 marks)



'Product Development and Innovation' is one key factor which has influenced the development of the travel and tourism industry. Cruising has benefited from this. A much wider range of products and services is now available on ships. 'Motivating factors' such as newspaper articles and advertisements have encouraged more people to travel.

Read the following before answering Questions 4(a), (b) and (c).

A cruise ship is a huge holiday resort, offering the ideal family holiday.

Cruising has shed its old fuddy-duddy image. More and more families are choosing a cruise because it offers something for all ages. Today's cruise ships are packed with every form of fun, sport and entertainment. There are swimming pools, play areas, computer game zones, a cinema, teen lounges, discos and unlimited amounts of food, drink and ice cream! Some ships even offer a rock climbing wall, ice skating, mini-golf and a wave pool. Informal and buffet dining is a feature of many ships, and other special attractions in the school holidays include a Circus School, Scalextric at Sea and appearances of cartoon characters such as Noddy and Bob the Builder.

A seven night Mediterranean cruise for a family of 4 is available from £1759 for the whole family, including all meals and entertainment.

(Source: adapted from *The Mail on Sunday*, 4 Jan 2009)



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Articles like this are used to motivate potential tourists to buy holidays. Cruising used to be seen as a holiday for retired people, very expensive and formal. However, it now has products to appeal to the family market.

4 (a) Name **one** cruise operator. (1)

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The Smith family, mum, dad and two children aged ten and five are thinking of taking a cruise next year.

(b) Explain why this article would motivate families like the Smiths to take a cruise holiday.

In your answer you could consider:

- facilities on board
- cost
- destinations
- any other aspect you think appropriate.

(6)

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The traditional cruise market is older/retired couples.

(c) Suggest what other products and services cruise operators could offer to retain this traditional market. Justify your suggestions.

In your answer you could consider:

- seasonality
- additional products that may be offered
- destinations
- any other aspect you think appropriate.

(6)



(d) One cruise operator buying another cruise operator is an example of 'horizontal integration'.

Give a real example of **horizontal integration** that you have researched or studied in class. You should identify the sector and name the two organisations involved.

Sector

(1)

Names of the two horizontally integrated companies.

(1)

1

2

(Total for Question 4 = 15 marks)



5 'Attractions' is a developing sector in the travel and tourism industry.

(a) State **two** examples of built attractions.

(2)

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‘Technological factors’ have led to the development of the attractions sector of the travel and tourism industry.

* (b) Describe the **technological factors** which have influenced the development and operation of built attractions in recent years. You should refer to different types of attractions in your answer.

In your answer you could consider:

- engineering technology
- communications technology
- growth of interactive experiences
- any other appropriate technological factor.

(8)

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Travel and tourism products and services are often described as 'intangible'.

- (c) (i) Explain what is meant by the term **intangible** in relation to tourism products/ services. You may use an example to support your answer. (2)

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- (ii) Explain how attractions could use the internet to overcome the **intangible nature** of their products/services. (4)

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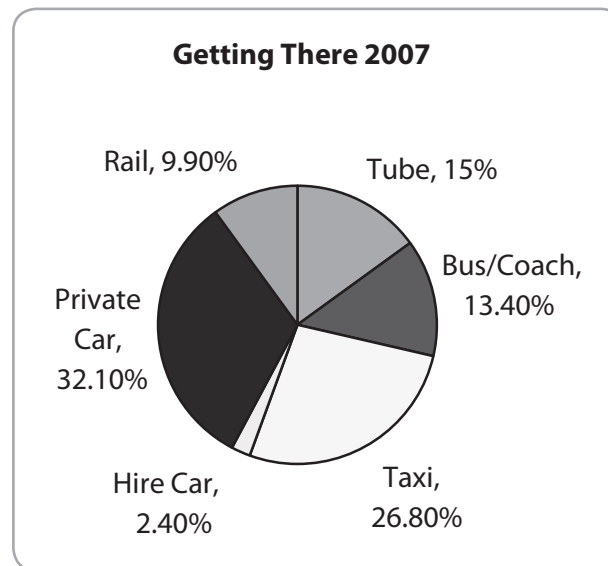
(Total for Question 5 = 16 marks)



Read the following before answering Question 6(a).

Getting To Heathrow airport

Heathrow airport is situated just off the M4 and close to the M25, M3 and M40 motorway network. Heathrow has good public transport links including the tube (underground) and a high speed Heathrow rail express link from central London. Figure 1 shows the methods of transport to Heathrow chosen by 43.7 million air passengers in 2007.



(Source: adapted from *thelondonpaper*, 16 February 2009)

Figure 1

6 (a) Analyse the accessibility of Heathrow airport by public transport.

(4)

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Read the following information before answering Questions 6(b) and (c).

Heathrow expansion

Heathrow is the busiest international airport in the world. The government has recently approved plans for a third runway which will increase the number of flights by almost 50%, from 473,000 to over 700,000. The building of the third runway will involve bulldozing 700 homes, schools and local businesses in the village of Sipson.

For

Supporters of the plans include a group called 'Future Heathrow', made up of businesses and aviation firms, who say that a third runway is vital for both trade and tourism. It fears that Heathrow will have too much competition from rival European airports in Paris, Frankfurt and Amsterdam all of which have more runways than Heathrow.

Against

Opposers of the plans include local MPs, local residents, the National Trust and Greenpeace. They think that a whole new airport should be built instead in another location, where the negative impacts will not be so great.

(Source: adapted from *thelondonpaper*, 16 February 2009)



One of the characteristics of the travel and tourism industry is that it has 'negative and positive impacts'. There has been much discussion as to whether Heathrow airport should have a third runway.

(b) Describe both the positive and negative impacts of the building of the third runway at Heathrow.

(6)

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Question 6 continues on the next page



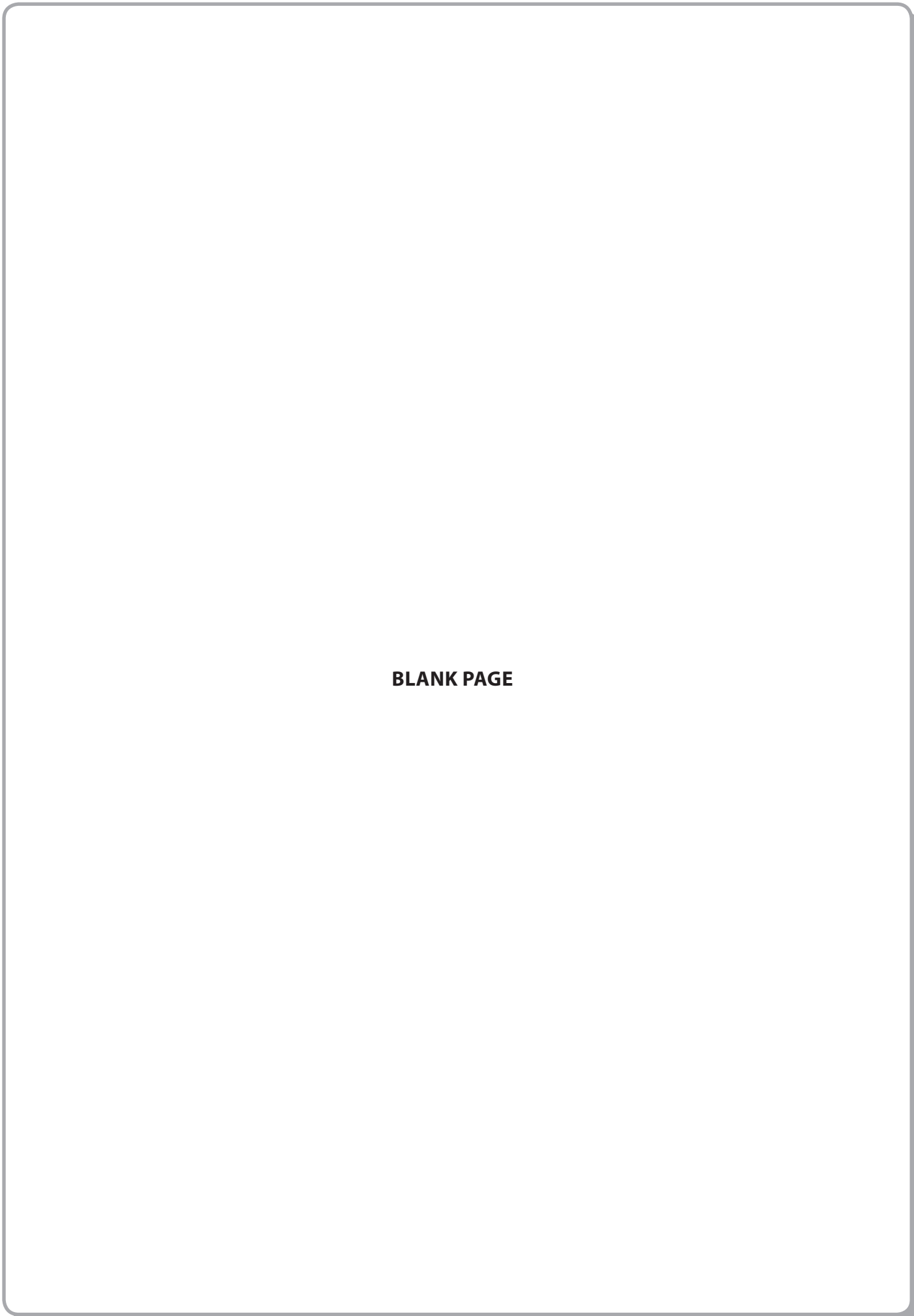
*(c) Explain how these positive and negative impacts could affect the local area.

(8)

(Total for Question 6 = 18 marks)

TOTAL FOR PAPER = 90 MARKS





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