

Surname	Centre Number	Candidate Number
Other Names		2



GCE AS/A level

1681/01

TRAVEL AND TOURISM

Unit 1 - Introducing Travel and Tourism

A.M. TUESDAY, 15 May 2012

1½ hours

For Examiner's use only		
Question	Maximum Mark	Examiner Mark
1	15	
2	13	
3	16	
4	19	
5	17	
Total	80	

INSTRUCTIONS TO CANDIDATES

Use black ink or black ball-point pen.

Answer **all** questions.

Write your name, centre number and candidate number in the spaces at the top of this page. Write your answers in this answer book.

INFORMATION FOR CANDIDATES

You are reminded of the necessity for good English and orderly presentation in your answers.

The number of marks is given in brackets at the end of each question or part-question.

1681
010001

Answer all questions.

1. Many UK tourists take flights to *short haul* and *long haul* destinations.

(a) What is meant by the term *short haul* tourism destination? [1]

.....
.....

(b) Explain why flights to *short haul* destinations are more popular than flights to *long haul* destinations with many UK tourist types. [4]

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....

(c) For **one** short haul destination you have studied, outline its appeal for **one** tourist type. [4]

Name of short haul destination:

Chosen tourist type:

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

1681
010003

Study **Fig. 1** which shows the growth in the number of passengers carried by the budget airline, easyJet, to short haul destinations.

YEAR	PASSENGER NUMBERS
1995	30,000
1998	1.9 million
2001	7.6 million
2004	29.5 million
2007	38.4 million
2010	50.3 million

Fig. 1

- (d) Describe the range of *economic impacts* on *short haul* destinations served by budget airlines. [6]

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

Total = 15 marks

BLANK PAGE

2. Study Fig. 2 which shows images from the Brittany Ferries website.



Source: <http://www.brittany-ferries.co.uk>

Fig. 2

Brittany Ferries is a ferry company.

(a) Name **one** other ferry company.

[1]

(b) (i) Outline the range of products and services provided by ferry companies.

[4]

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

- (ii) Explain how products and services provided by ferry companies might be *non-standardised* or *intangible*. [4]

Non-standardised:

.....

.....

.....

.....

Intangible:

.....

.....

.....

.....

Modern ferries have benefited from developments in their products and services over the last twenty years, which have resulted in an improved experience for many passengers.

- (c) Assess the importance for ferry companies in meeting the changing needs and expectations of their passengers. [4]

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

Total = 13 marks

3. Although *independent holidays* have become increasingly popular with **UK** tourists, *package holidays* still account for more than 50% of holiday bookings.

(a) What is meant by the term *package holiday*? [2]

.....

.....

.....

.....

.....

(b) Identify **two** factors that led to the growth of *package holidays* in the 1960s. [2]

1.

.....

2.

.....

(c) Explain why *package holidays* are still popular with many **UK** tourists. [4]

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

Package holidays have long been part of the British way of life but in recent years *independent holidays* have become increasingly popular.

(d) (i) Outline **one** disadvantage for tourists arranging an *independent holiday*. [2]

.....

.....

.....

.....

.....

(ii) Discuss the advantages for tourists arranging an *independent holiday*. [6]

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

Total = 16 marks

4. Study Fig. 3 which shows images and text from the VisitBritain website.



ACCOMMODATION IN THE UK



Find the right choice for you

Looking for a hotel or accommodation in the UK? Whatever your destination or budget we'll help you find the right option to make sure you have the perfect stay. We have over 37,000 places listed in our accommodation directory - Britain's largest hotel listing!

Source: <http://www.visitbritain.com/en/Accommodation/>

Fig. 3

(a) Suggest why VisitBritain has a large range of accommodation on its website. [2]

.....

.....

.....

.....

.....

Rural tourism is becoming increasingly popular in the UK.

(b) Describe and assess the range of rural accommodation available in the UK. [6]

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

Study **Fig. 4** which is an extract from VisitBritain's Quality Assessment website.



Fig. 4

(c) Suggest **three** criteria that might be used to grade accommodation in the UK. [3]

1.
2.
3.

(d) Explain and evaluate the benefits of the grading scheme for both accommodation providers and tourists. [8]

(i) **Accommodation providers:**

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....

(ii) **Tourists:**

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....

Total = 19 marks

5. In recent years there has been growing awareness of the possible *negative impacts* of tourist activity on host communities and the environment.

(a) Complete the following table by giving an example for each type of *negative impact*.

[3]

Type of Negative Impact	Example
Economic	
Environmental	
Socio-Cultural	

Many destinations are now adopting a *sustainable* approach to tourism development.

(b) What is meant by the term *sustainable tourism*?

[2]

.....

.....

.....

.....

.....

Study **Fig. 5** which shows details of Bosinver Farm accommodation.



Bosinver Farm offers top quality farm holidays in Cornwall. It has over 30 acres of wildflower meadows and friendly farm animals on the doorstep.

We have a range of highly individual cottages suitable for couples, families, groups or people with disabilities. Our self-catering cottages have been built using local materials and builders. One of our cottages is an eco-cottage which is energy self-sufficient.

Bosinver Farm is a good centre for a walking or cycling holiday, a short break or a weekend getaway.

The farm employs local people as well as working with the Eden Project's Watering Lane Nursery which will deliver locally grown fresh 'Veg Bags' to your cottage door.

We're passionate about the environment and we are totally committed to developing and promoting sustainable tourism.



Adapted source: <http://www.bosinver.co.uk/>

Fig. 5

(c) Explain and evaluate why Bosinver Farm is a good example of a *sustainable tourism* business. [6]

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

Every tourist is able to make a contribution to the process of *sustainable tourism* by behaving in a responsible manner when visiting a destination.

- (d) Explain the different ways that tourists can support *sustainable tourism* in destinations that they are visiting. [6]

Total = 17 marks

