Surname	Centre Number	Candidate Number
Other Names		0



GCE AS/A level

1681/01

TRAVEL AND TOURISM Unit 1 - Introducing Travel and Tourism

A.M. TUESDAY, 14 May 2013 1½ hours

For Examiner's use only				
Question	Maximum Mark	Examiner Mark		
1	16			
2	13			
3	18			
4	18			
5	15			
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.

Answer all questions.

1. Study Fig. 1 which shows a map of the UK's National Parks.



Source: www.nationalparks.gov.uk

Fig. 1

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(a)	Using Fig. 1 , identify two National Parks established since the year 2000.	[2]
	2.	
(b)	Give two purposes of UK National Parks.	
	2.	
	Nearly 70% of visitors to the UK's National Parks are families.	
(c)	Explain the appeal of the UK's National Parks to families.	[4]
<u></u>		

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It is estimated that the UK's National Parks receive more than 75 million visits each year.

(d) (i) Describe the possible negative environmental impacts that so many visits have on the UK's National Parks. [4]

(ii) Outline the methods used by UK National Parks to reduce the possible negative environmental impacts you described in (d)(i). [4]

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2. The following table shows the number of inbound tourists to Spain between 1950 and 2010.

Year	Number of Inbound Tourists to Spain
1950	1 million
1960	6 million
1980	38 million
2010	53 million

(a)	Define the term <i>inbound</i> tourist.	[1]
	A number of <i>enabling factors</i> led to the rapid growth in visitor numbers the 1950s onwards.	s to Spain from
(b)	Outline the <i>enabling factors</i> which led to this rapid growth.	[4]
•••••		

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As a result of this growth in visitor numbers from the 1950s Spain and other countries have experienced mass tourism.				
(c)	(i)	What is meant by the term mass tourism? [2]		
	(ii)	Name two mass tourism destinations. [2] 1. 2.		
(d)	Sugg tour 1.	gest two <i>negative socio-cultural impacts</i> on destinations which have experienced mass ism. [4]		
	2			
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(a)	Complete the table by identifying whether each statement is	true or false.
	STATEMENT	TRUE OR FALSE
	The UK's National Parks are part of the public sector.	
	Hilton Hotels are part of the public sector.	
,	The Youth Hostel Association is part of the private sector.	
Т	ourist Information Centres are part of the voluntary sector.	
(b)	The UK's travel and tourism industry is largely made up enterprises (SMEs) from the private sector. Outline the range of small-to-medium-sized enterprises (Sidestinations.	
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Harlech Castle

Stonehenge

Westminster Abbey

Fig. 2

The range of heritage sites in the **UK** attract millions of overseas visitors each year.

(c)	Discuss the appeal of the UK's heritage sites to overseas visitors. Give examples support your answer.	s to [6]
		······•
•····		
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		Examiner only
(d)	Explain why VisitBritain would want to promote the UK's heritage sites such as those shown in Fig. 2 . [4]	
		18

 ${\it Images} \> @{\it David} \> {\it Young}, \> @{\it Stephen} \> {\it Inglis}, \> @{\it Janis} \> {\it Smits} \> ({\it Shutterstock})$

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(a)	Idan	tify the three main components included in a nackage holiday	[3]
(<i>u</i>)		thry the three main components included in a package nonady.	[2]
	1.		
	2.		
	3.		
(b)	Wha	at is meant by the term all-inclusive holiday?	[1]
(c)	(i)	Suggest two benefits to hotels offering <i>all-inclusive holidays</i> .	[2]
	(ii)	Suggest two advantages for customers booking an <i>all-inclusive holiday</i> .	[2]
		1. 2. 3. (b) What	1

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Customers buying an <i>all-inclusive holiday</i> are likely to spend most of their time in a hotel complex.		
(d) Explain how this creates <i>negative economic impacts</i> on host communities. [4]		

In recent years the trend has been for more people to take <i>independent holidays</i> .					
(e)	Discuss the advantages and disadvantages of taking independent holidays.	[6]			
•••••					
•••••					
•••••					

ner

5.	Leisi	ıre tou	urism is one of the three main reasons why people travel.
	(a)	Nan	ne two other main reasons why people travel. [2]
		1.	
		2.	
	Leisu	ıre toı	arism includes dark tourism and educational tourism.
	(b)	(i)	What is meant by the term <i>dark tourism</i> ? Give an example to support your answer. [2]
		•••••	
		•••••	
		•••••	
		(ii)	What is meant by the term <i>educational tourism</i> ? Give an example to support your answer. [2]
		•••••	

jι	acilities available for leisure tourists.	기
N	Name of destination:	
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