

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	

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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

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]

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- (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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3. The UK's travel and tourism industry is composed of *private, public* and *voluntary sector* organisations.

(a) Complete the table by identifying whether each statement is true or false. [4]

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.	
Tourist Information Centres are part of the voluntary sector.	

The UK's travel and tourism industry is largely made up of small-to-medium-sized enterprises (SMEs) from the private sector.

(b) Outline the range of small-to-medium-sized enterprises (SMEs) found in UK coastal destinations. [4]

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4. Over a period of time the **UK's** travel and tourism industry has developed a range of holidays including package and all-inclusive.

(a) Identify the **three** main components included in a *package holiday*. [3]

- 1.
- 2.
- 3.

(b) What is meant by the term *all-inclusive holiday*? [1]

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(c) (i) Suggest **two** benefits to hotels offering *all-inclusive holidays*. [2]

- 1.
- 2.

(ii) Suggest **two** advantages for customers booking an *all-inclusive holiday*. [2]

- 1.
- 2.

Customers buying an *all-inclusive holiday* are likely to spend most of their time in a hotel complex.

(d) Explain how this creates *negative economic impacts* on host communities. [4]

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5. *Leisure tourism* is one of the three main reasons why people travel.

(a) Name **two** other main reasons why people travel.

[2]

1.

2.

Leisure tourism includes *dark tourism* and *educational tourism*.

(b) (i) What is meant by the term *dark tourism*? Give an example to support your answer. [2]

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(ii) What is meant by the term *educational tourism*? Give an example to support your answer. [2]

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