

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. FRIDAY, 18 January 2013

1½ hours

For Examiner's use only		
Question	Maximum Mark	Examiner Mark
1	14	
2	14	
3	14	
4	10	
5	14	
6	14	
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 **Figure 1** which shows images and text from the Butlins website.




Butlins, today, offer a range of accommodation including self-catering apartments, bed and breakfast rooms and hotels. Entertainment at Butlins includes exciting shows, daytime activities and new adventures for children. We have plenty of indoor and outdoor sports as well as arts and crafts to keep everyone busy and there's the chance to experience and learn with activities such as Animal Adventures.





The Ocean Hotel



The Neptune Room







Entertainment at Butlins

Figure 1

Adapted source: www.butlins.com/index.aspx

From the 1960s onwards organisations operating *holiday camps* began to develop their products and services to meet the changing needs and expectations of their customers.

(d) (i) Describe how organisations operating *holiday camps* have developed their products and services since the 1960s.

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[4 marks]

(ii) Suggest **two** reasons why organisations such as Butlins need to continuously develop their products and services.

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[2 marks]

Total 14 marks

2. Study **Figure 2** which includes some information about visitor attractions in England.

2010 visitor numbers for England’s tourist attractions

Attractions such as the British Museum, the National Gallery and the Natural History Museum saw a 6% rise in visitor numbers.

Other attractions, such as Flamingo Land Theme Park and Zoo, Windermere Lake Cruises and Blackpool Pleasure Beach, saw a 1% drop in visitor numbers.

Figure 2

Adapted source: <http://www.bbc.co.uk/news>

- (a) Suggest a possible reason for the changes in visitor numbers to the *attractions* shown in **Figure 2**.

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[2 marks]

(b) Explain why statistical information relating to visitor numbers might be useful for the organisations which operate *attractions*.

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[4 marks]

Different sectors of the UK travel and tourism industry often work together in order to attract more visitors.

(c) Suggest how *visitor attractions* might work with *transport providers* to increase the number of customers.

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[2 marks]

(d) Assess how *visitor attractions* provide different products and services for different customer types. Give examples to support your answer.

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[6 marks]

Total 14 marks

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3. Study the following headline from a travel magazine.

Sports Tourists and Culture Vultures bring benefits to UK's cities

(a) (i) What is meant by the term *sports tourist*?

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[2 marks]

(ii) What is meant by the term *culture vulture*?

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[2 marks]

(iii) Explain why a *culture vulture's* visit to a UK city might be described as *perishable*.

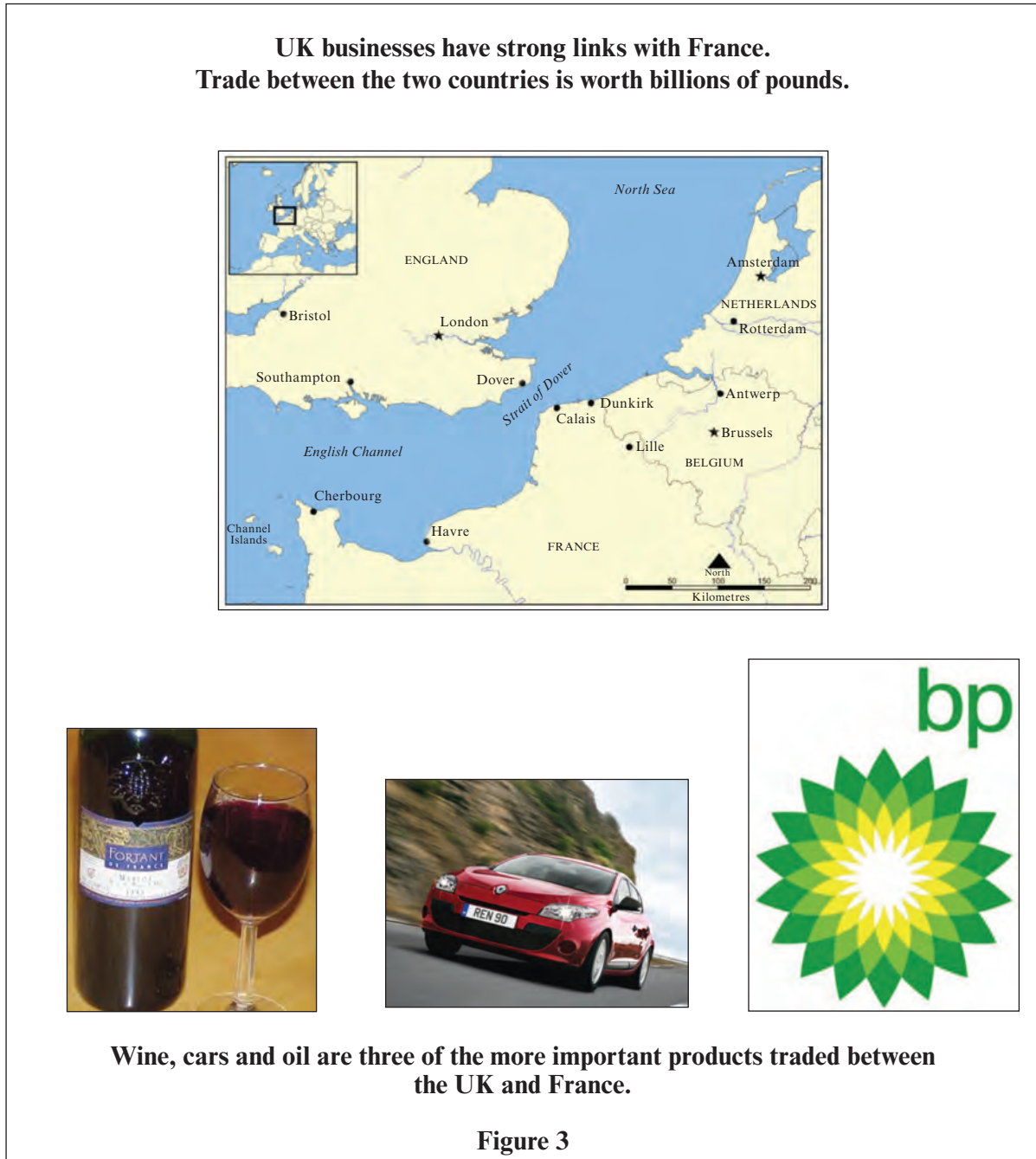
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[2 marks]

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5. Study **Figure 3** which shows a map and three images.



Sources: <http://www.carpages.co.uk>, www.bp.com, <http://www.google.co.uk>

(a) Explain why France can be described as a short haul destination from the UK.

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[1 mark]

(b) Suggest **two** reasons why business people might need to travel to France from the UK.

1.
 2.
- [2 marks]

UK business people needing to visit France can choose from a range of transport methods.

(c) (i) Complete the table by identifying a named organisation for **each** method of transport to travel between the UK and France.

Method of transport	Name of organisation
Airline	
Ferry	
Rail	

[3 marks]

(ii) Suggest **two** factors that a business person might consider when choosing a method of transport to France from the UK.

1.
 2.
- [2 marks]

(d) Discuss the advantages and disadvantages of different methods of transport for business people.

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[6 marks]

Total 14 marks

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6. Study **Figure 4**. Developments in the land, air and water transport industries have contributed to the growth of travel and tourism.



Figure 4

1. http://www.humberbridge.co.uk/media/gallery/humber_bridge_shot2.jpg
2. www.allaboutyou.com
3. www.en.wikipedia.org
4. www.emirates.com

(a) Give **two** benefits for tourists that have resulted from transport developments.

1.
2.

[2 marks]

(b) Discuss how land transport has developed since the 1960s to meet the needs of the UK's domestic tourists.

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[4 marks]

Air transport has become more popular since the 1960s.

(c) Describe how the range of products and services provided for passengers at UK airports has improved in recent years.

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[4 marks]

Some UK airports have plans to develop a new terminal or runway.

- (d) Discuss the possible *negative environmental impacts* that might result from these developments.

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[4 marks]

Total 14 marks

END OF PAPER