

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, 13 May 2014

1 hour 30 minutes

For Examiner's use only		
Question	Maximum Mark	Mark Awarded
1.	14	
2.	12	
3.	16	
4.	18	
5.	20	
<b>Total</b>	<b>80</b>	

**INSTRUCTIONS TO CANDIDATES**

Use black ink or black ball-point pen. Do not use pencil or gel pen. Do not use correction fluid

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

Answer **all** questions.

Write your answers in the spaces provided in this booklet.

If you run out of space, use the continuation pages at the back of the booklet, taking care to number the question(s) correctly.

**INFORMATION FOR CANDIDATES**

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

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



Answer all questions.

1. There are a range of *enabling* and *motivational factors* which influence a person's choice of tourist activity.

(a) Explain the following examples of *motivational factors*. [4]

(i) **Wanderlust:** .....

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(ii) **Sunlust:** .....

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*Enabling factors*, such as improved transport provision, have helped to increase the number of people taking part in tourist activities.

(b) Explain how improvements to transport provision have helped to increase the number of people taking part in tourist activities. [4]

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Some people are motivated to travel for business purposes.

(c) Suggest **two** reasons why people might need to travel for business purposes. [2]

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- 2. ....  
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**Business tourism is an important part of the travel and tourism industry and contributes over £100 billion to the UK's economy.**

(d) Explain how *business tourism* contributes to the **UK's** economy. [4]

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2. Study **Fig. 1** which shows an image of a flooded caravan park.



**Fig. 1**

A flood is one example of an *environmental external pressure* that the travel and tourism industry sometimes has to deal with.

(a) Give **two** other examples of *environmental external pressures*. [2]

- 1. ....
- 2. ....

External pressures such as the flood shown in **Fig. 1** create problems for tourism businesses.

(b) Outline the problems that might have to be dealt with by the tourism business shown in **Fig. 1**. [4]

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3. *Accommodation providers* and *visitor attractions* are two sectors of the travel and tourism industry that make use of information technology to attract tourists.

(a) Suggest how *accommodation providers* and *visitor attractions* might make use of Facebook. [2]

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(b) Discuss the ways in which websites are used by *accommodation providers* and *visitor attractions*. [8]

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4. Many travel and tourism organisations in **UK** destinations are *small and medium-sized enterprises* (*SMEs*).

(a) Suggest **two** characteristics of *SMEs*. [2]

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- 2. ....  
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*SMEs* from different sectors of the **UK's** travel and tourism industry often need to work together to be successful and meet the expectations of tourists.

(b) Explain **two** examples of how *SMEs* from different sectors of the travel and tourism industry might work together. [4]

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(c) Outline the range of *SMEs* in the travel and tourism industry found in **UK** coastal destinations. [4]

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The **UK** offers a range of natural and built *visitor attractions* within countryside destinations.

(d) Discuss the range of countryside *visitor attractions* in the **UK** which appeal to different tourist types. Give named examples to support your answer. [8]

A series of horizontal dotted lines for writing an answer.



5. The UK's *accommodation sector* includes serviced and non-serviced accommodation.

(a) Complete the table by placing a tick (✓) in the correct column.

[4]

TYPE OF ACCOMMODATION	SERVICED	NON-SERVICED
International hotel		
Canal boat		
Cruise ship cabin		
Villa		

(b) Outline the advantages to tourists when staying in serviced accommodation.

[4]

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Study **Fig. 2** which shows logos of hotel associations that are environmentally friendly and keen to support sustainable tourism.



**Fig 2**

© [www.greenhotels.com](http://www.greenhotels.com)  
[www.ecohotelsoftheworld.com](http://www.ecohotelsoftheworld.com)

- (d) Explain how hotels and other accommodation types can contribute to sustainable tourism. Give examples to support your answer. [6]

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