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. WEDNESDAY, 15 January 2014

1 hour 30 minutes

For Examiner's use only				
Question	Maximum Mark	Mark Awarded		
1.	18			
2.	14			
3.	20			
4.	14			
5.	14			
Total	80			

INSTRUCTIONS TO CANDIDATES

Use black ink or black ball-point pen.

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.

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.			a major produc n their flights.	ct of the t	ravel a	nd touris	sm industry.	Airlines	regula	arly introd	duce	new
	(a)	Sug	gest two differe	nt service	es avai	lable to p	oassengers	during a	flight.			[2]
		1										
		2										
	(b)	(i)	Explain why a	flight to	a touris	sm destir	nation might	be desc	ribed	as perish	able	[2]
		•••••										
		•••••									•••••	
		(ii)	Explain why standardised.	a flight	to a	tourism	destination	might	be d	escribed	as	non [.] [2]

Study **Fig. 1** which shows some information about the *product development* and *innovation* at the airline easyJet.



1995 – easyJet is founded. It has 2 aircraft, 2 routes and carries 400,000 passengers

1998 – easyJet introduces online booking

2006 – easyJet introduces internet check-in

2011 – easyJet launches its smartphone app for flight bookings

2012 - easyJet begins flights to Reykjavik, Iceland, allocates seating

easyJet now has nearly 200 aircraft, 550 routes across 30 countries and carries 50 million passengers annually

(c)	Explain why it is important for airlines such as easyJet to introduce new routes, and services.	products [6]
•••••		
•••••		

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[2]	Examine only
lying to [4]	
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(d)	Name two major airlines which are competitors of easyJet.	2]
	1	
	2.	
More	than 550 routes to 30 different countries are operated by easyJet.	
(e)	Outline the <i>positive economic impacts</i> which result from airlines such as easyJet flying new destinations.	to 4]
•••••		

•••••		
		- 1

2. Study Fig. 2 which shows an image of a tourist information centre.



Most **UK** tourist information centres are funded by *public sector* organisations.

(a)	Give two examples of UK public sector travel and tourism organisations.	[2]
	1	
	2	
(b)	Explain one difference between <i>public sector</i> and <i>private sector</i> travel and tou organisations.	[2]
•••••		
•••••		
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(c)	Explain how tourist information tourism industry.	centres can support	other sectors of the	UK travel an [6
• • • • • • • • • • • • • • • • • • • •				
•••••				

The travel and tourism industry is an important contributor to the UK's economy.	0111,
(d) Explain how the travel and tourism industry contributes to the UK's economy.	[4]

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(a)	Outline the role of travel agents in contributing to the popularity of long haul tourism
	destinations. [2]
(b)	Explain the factors which have led to the popularity of <i>long haul</i> tourism destinations for
(2)	UK tourists. [4]

(c)	Discuss the appeal of one chosen <i>long haul</i> destination to different visitor types.	[8
	Name of long haul destination:	

The growth of travel and tourism has led to a range of both *positive* and *negative impacts* on some destinations and has affected the way of life of local residents.

(d)	Outline how the growth of travel and tourism might have a <i>positive</i> and <i>negative imp</i> on local residents' way of life.	<i>act</i> [6]
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4. Study **Fig. 3** which shows two images of *winter sports* holidays.





Holidays to European *winter sports* areas are popular with many **UK** tourists.

(a)	Name two major European <i>winter sports</i> areas. 1	[2]
(b)	Explain why European winter sports holidays appeal to UK tourists.	[4]
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Winter sports holidays can have negative environmental impacts on the areas in which they take place.			
(c)	Explain the <i>negative environmental impacts</i> of <i>winter sports</i> holidays.	1]	
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•••••			
(d)	Evaluate the <i>economic impacts</i> on areas where <i>winter sports</i> take place. [4	1]	
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(a)	Explain the difference between domestic and outbound tourists. Give an example
(<i>a)</i>	support your answer.
•••••	
Both	domestic and inbound tourists appreciate the UK's range of natural attractions.
(b)	Describe the range of natural attractions that encourage inbound tourists to visit the U
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Changing <i>socio-economic</i> factors have encouraged the growth of UK <i>domestic</i> tourism in the last sixty years.				
(c)	Assess the <i>socio-economic</i> factors that have encouraged the growth of UK <i>domestic</i> tourism in the last sixty years.	;		

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END OF PAPER

For continuation only.	Examiner only

	Examiner only
Adapted Sources:	
Figure 1 The Traveller - easyJet magazine	
Figure 2 www.wmc.org.uk	
Figure 3 http://www.novinite.com/view_news.php?id=103760	

http://blog.norwayvisas.com/ski-resorts-able-to-open-early/