

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. Flights are a major product of the travel and tourism industry. Airlines regularly introduce new services on their flights.

(a) Suggest **two** different services available to passengers during a flight. [2]

1.

2.

(b) (i) Explain why a flight to a tourism destination might be described as *perishable*. [2]

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(ii) Explain why a flight to a tourism destination might be described as *non-standardised*. [2]

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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 *public sector* and *private sector* travel and tourism organisations. [2]

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The travel and tourism industry is an important contributor to the **UK's** economy.

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

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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 *winter sports* areas. [2]

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 *negative environmental impacts* of *winter sports* holidays. [4]

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(d) Evaluate the *economic impacts* on areas where *winter sports* take place. [4]

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