

1681/01

# TRAVEL AND TOURISM UNIT 1: Introducing Travel and Tourism

A.M. MONDAY, 16 May 2016

1 hour 30 minutes plus your additional time allowance

| Surname            |  |
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| Other Names        |  |
| Centre Number      |  |
| Candidate Number 2 |  |

| For Examiner's use only |                 |                 |
|-------------------------|-----------------|-----------------|
| Question                | Maximum<br>Mark | Mark<br>Awarded |
| 1.                      | 18              |                 |
| 2.                      | 18              |                 |
| 3.                      | 10              |                 |
| 4.                      | 18              |                 |
| 5.                      | 16              |                 |
| Total                   | 80              |                 |

### **INSTRUCTIONS TO CANDIDATES**

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

Write your name, centre number and candidate number in the spaces provided on the front cover.

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. The UK's private sector travel and tourism businesses are supported by a number of public sector organisations such as VisitBritain.
- (a) Complete the table by identifying whether each statement is TRUE or FALSE. [4]

| STATEMENT  | TRUE OR<br>FALSE |
|--|------------------|
| UK National Parks are part of the public sector                                      |                  |
| Premier Inn is part of the public sector   |                  |
| The Youth Hostel Association is part of the public sector                            |                  |
| The Department of Culture, Media<br>and Sport (DCMS) is part of the<br>public sector |                  |

1(b) Explain how VisitBritain supports the UK's PRIVATE SECTOR travel and tourism businesses. [4]



Most Tourist Information Centres (TICs) in the UK also belong to the PUBLIC SECTOR which supports PRIVATE SECTOR travel and tourism businesses.

1(c) Outline the range of products and services provided by Tourist Information Centres (TICs). [4]





PUBLIC SECTOR support organisations within the travel and tourism industry generate a range of POSITIVE ECONOMIC IMPACTS on the UK's economy.

1(d) Explain the range of POSITIVE ECONOMIC IMPACTS the UK's economy is likely to experience as a result of the work carried out by PUBLIC SECTOR support organisations. [6]



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2. Holidays to SHORT HAUL tourism destinations are popular with many UK tourists.

Study FIGURE 2 opposite, which shows a map of part of Western Europe including UK, Spain and France.

- (a) Name:
- (i) **ONE** winter sports destination in France:
- (ii) **ONE** cultural destination in France:
- (iii) ONE coastal destination in Spain:
- (iv) ONE business destination in Spain:

### **FIGURE 2**



Spain and France are the two most popular SHORT HAUL holiday destinations for UK tourists.

2(b) Explain why their location and accessibility contribute to Spain and France being the most popular SHORT HAUL tourism destinations for UK tourists. [6]

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2(c) For ONE SHORT HAUL tourism destination you have studied, describe and assess the range of attractions, events and accommodation which appeal to tourists. Give named examples to support your answer. [8]

NAME OF SHORT HAUL TOURISM DESTINATION:

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- 3. UK airports and airlines have introduced new technology in recent years which has impacted on passengers.
- (a)(i) Name TWO international UK airports located outside of the London area. [2]
- 1.

   2.

   (ii) Name TWO major UK airlines. [2]

   1.

   2.

   2.

3(b) Outline how recent developments in technology have impacted on airline passengers. [6]



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- 4. There are many PUBLIC, PRIVATE and VOLUNTARY sector attractions within the UK.
- (a)(i) Name TWO major PUBLIC SECTOR purpose-built attractions within the UK. [2]
- - 2. \_\_\_\_\_

A range of natural attractions are found within UK National Parks.

4(b) Outline the range of natural attractions found within UK National Parks which appeal to tourists.



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## PUBLIC, PRIVATE and VOLUNTARY SECTOR organisations which manage attractions are likely to have different aims.

4(c) Discuss the different aims of PUBLIC, PRIVATE and VOLUNTARY SECTOR organisations which manage attractions. [6]

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Many tourism destinations welcome the opening of new visitor attractions and improvements to current facilities.

4(d) Explain why it is important for tourism destinations to encourage the development of new attractions and improvements to facilities currently available. [4]

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- 5. As a result of increasing travel and tourism activities some destinations experience a range of NEGATIVE IMPACTS.
- (a) Suggest TWO examples of NEGATIVE ECONOMIC IMPACTS. [2]

5(b) For ONE tourism destination you have studied, describe and assess the range of NEGATIVE ENVIRONMENTAL AND SOCIO-CULTURAL IMPACTS resulting from increasing travel and tourism activities. [6]

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Many destinations have now adopted a SUSTAINABLE TOURISM approach in order to reduce the NEGATIVE IMPACTS of travel and tourism.

5(c)(i)Explain what is meant by the term SUSTAINABLE TOURISM. [2]



Every tourist is able to make a contribution to SUSTAINABLE TOURISM.

5(c)(ii) Discuss the different ways that tourists can support SUSTAINABLE TOURISM when visiting a destination. [6]



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| Question<br>number | Additional page, if required.<br>Write the question numbers in the left-hand margin. |
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