

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. THURSDAY, 12 January 2012

1½ hours

For Examiner's use only		
Question	Maximum Mark	Examiner Mark
1	14	
2	16	
3	8	
4	8	
5	14	
6	20	
<b>Total</b>	<b>80</b>	

**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 **Fig. 1** that shows images of major sporting events.



Fig. 1

(a) Suggest **two** benefits to destinations of hosting major sporting events. [2]

1. ....  
.....
2. ....  
.....

*Public and private sector* travel and tourism organisations are involved in the staging of major sporting events.

(b) Give **two** characteristics of *private sector* organisations in the travel and tourism industry. [2]

1. ....

.....

2. ....

.....

(c) Describe how different *private sector* organisations might work together to meet the needs of tourists visiting major sporting events. [6]

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

1681  
01/003

(d) Outline the role of different *public sector* travel and tourism organisations when major sporting events are held. Give examples to support your explanation. [4]

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

Total 14 marks

2. Domestic holidays are a popular choice for many UK residents.

(a) Outline the reasons why people take *domestic holidays* in the UK.

[6]

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

1681  
01/0005



(c) Explain how tourism contributes to the UK economy.

[6]

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

Total 16 marks

1681  
01/007





4. The **UK** travel and tourism industry is subject to a range of *external economic pressures*.

(a) Give **two** examples of *external economic pressure*. [2]

1. ....

2. ....

(b) Explain how *external economic pressures* might impact on the **UK** travel and tourism industry. [6]

.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....

Total 8 marks

5. Developments in computer technology have had a large impact on travel and tourism organisations.

(a) Describe **two** examples of computer technology used in travel and tourism organisations. [4]

1. ....

.....

.....

.....

.....

2. ....

.....

.....

.....

.....

(b) Suggest **two** advantages that computer technology has provided for travel and tourism organisations. [4]

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(c) Assess the impact of computer technology for tourists making travel arrangements. [6]

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

Total 14 marks

6. Study Fig. 3 which shows images of *long haul holiday destinations*.

	
<b>Thailand</b>	<b>Sri Lanka</b>
	
<b>Hong Kong</b>	<b>Australia</b>

Source: [www.kuoni.co.uk](http://www.kuoni.co.uk)

Fig. 3

(a) Outline **two** reasons for the increasing popularity of *long haul holiday destinations*. [4]

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

- (b) For **one** *long haul holiday destination* you have studied, describe the visitor attractions which appeal to different types of visitors. [8]

**Name of destination:** .....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

Travel and tourism can have a range of impacts on a destination.

- (c) For **one** destination you have studied, evaluate the **negative impacts** of travel and tourism. [8]

**Name of destination:** .....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

Total 20 marks