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Answer ALL the questions. Write your answers in the spaces provided.
Read the following information before answering Question 1.
Crown Hotels is a fictitious organisation.

1. Crown Hotels own 23 hotels throughout the world, mainly in the Far East. All hotels are rated at least five stars or equivalent. They have three hotels in the UK; all in London. They are planning to develop a new hotel on the South Coast in Southampton, Hampshire. They anticipate mainly attracting business tourists during the week and leisure tourists at the weekend. They also feel the new hotel will attract outgoing tourists using the port of Southampton for cruises.

- (a) Describe the following types of tourism.

Business

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(2)

Leisure

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(2)

Outgoing

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(b) Explain how the tourism experience of a business tourist will differ from that of a leisure tourist.

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Crown Hotels realise in order to attract tourists to five star hotels, the products and services provided must be appropriate.

(c) Other than accommodation, describe **three** products and services that Crown Hotels could provide to attract tourists.

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One characteristic of the travel and tourism industry is that it ‘makes extensive use of new technologies’. One of these new technologies is the internet.

(d) Describe how the accommodation sector has made use of the internet.

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Another characteristic of the travel and tourism industry is that it is 'vulnerable to external pressures'.

(e) (i) Describe **one** example of an external pressure that you have researched.

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(ii) Assess how the external pressure identified in (i) affected the travel and tourism industry.

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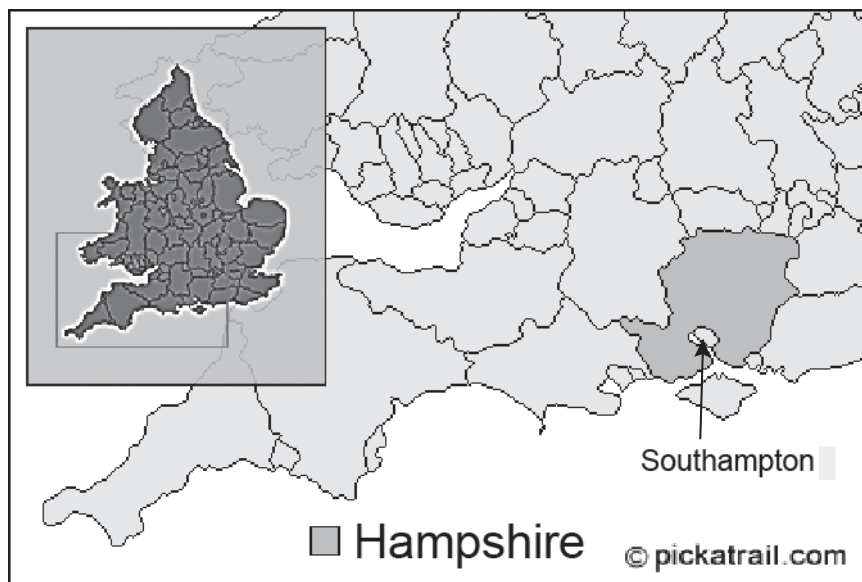
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Hampshire County Council present statistics on different aspects of tourism on their website www.hants.gov.uk. The statistics below relate to employment levels in travel and tourism.



Annual Business Enquiry Employee Analysis

Industry Sector	Number of Employees by Region		
	South East	Hampshire County	Southampton
Hotels	41400	6600	900
Caravanning and Camping Parks	5900	1300	0
Restaurants, Cafes and Snack Bars	84300	12000	3100
Public Houses, Bars and Nightclubs	76900	13200	2600
Activities of travel agencies and tour operators	20700	2300	400
Libraries, Archives, Museums and other Cultural Activities	11100	1700	200
Sporting Activities	46700	6900	1100
Other Recreational Activities	14800	1800	1000
TOTAL NUMBER OF EMPLOYEES	301800	45800	9300

(Source: adapted from 'Annual Business Enquiry', ONS, June 2006)



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(f) (i) Calculate which of the following regions has the largest percentage of employees working in the hotel sector.

South East

Hampshire County

(1)

(ii) From the data provided, explain how employment levels in tourism could affect Crown Hotels developing the Southampton hotel.

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(3)



Volume and Spending of Tourists in 2004

All references to statistical data for Hampshire also includes Southampton and Portsmouth.

UK Residents			
	Trips (millions)	Nights (millions)	Spending (£millions)
Hampshire	3.9	10.7	558
Tourism South East Region	16.6	48.5	3006
England	101.4	314	18960

(Source: 'United Kingdom Tourism Survey and Cambridge Model', 2004)

Overseas Residents			
	Visits (millions)	Nights (millions)	Spending (£millions)
Hampshire	0.53	4.1	185
Tourism South East Region	3.95	31.3	1467
England	23.6	199.4	11343

(Source: 'International Passenger Survey, Office for National Statistics and Cambridge Model', 2004)



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(g) (i) Calculate the total spending by visitors to Hampshire in 2004.

..... (1)

(ii) Calculate which of the following received the most spend per trip by UK residents.

Hampshire (1)
Tourism South East Region

(iii) Calculate the nights spent per visit by Overseas Residents to Hampshire.

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(iv) Analyse the data on 'Volume and Spending of Tourists in 2004'.

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(Total 51 marks)

Q1



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2. One factor that has led to the development of tourism is 'product development and innovation'.

(a) Describe **two** product developments in the transport sector that have occurred since the end of the Second World War.

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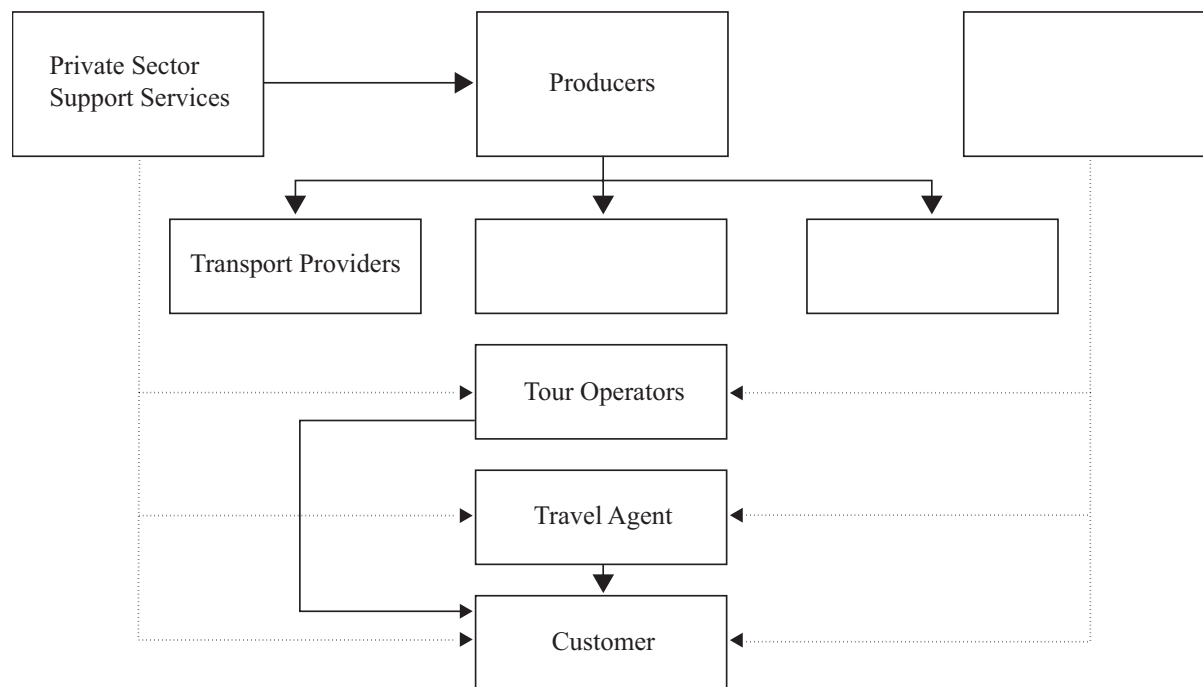
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3. The structure of the travel and tourism industry is often shown in the form of a diagram. The diagram below shows the chain of distribution for the travel and tourism industry. It is incomplete.

(a) Complete the diagram by filling in the blank boxes and adding arrows where appropriate, to show all relevant sectors of the industry and where they interrelate.



(7)

Within the travel and tourism industry, there is evidence of horizontal and vertical integration.

(b) Describe **one** example of **vertical integration** in the travel and tourism industry that you have researched.

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(d) Explain the interdependence and interrelationship of travel agents and tour operators in the structure of the travel and tourism industry.

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Q3

(Total 25 marks)

TOTAL FOR PAPER: 90 MARKS

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