

Answer ALL the questions. Write your answers in the spaces provided.

Read the following information before answering Question 1.

Marton Mere Holiday Park

‘Blackpool’s best kept secret. It is a green and tranquil oasis, just three miles from the famous Tower and Pleasure Beach. It has its very own nature reserve with a lake, and has activities and entertainment to suit all the family.’

Marton Mere caters predominantly for domestic tourists, but it is keen to attract more adventure tourists in the future.

(Source: adapted from www.haven.com)

1. (a) Define and give an example of the following types of tourism.

Domestic

Definition
..... (1)

Example
..... (1)

Adventure

Definition
..... (1)

Example
..... (1)



Read both parts of the question before answering Question 1(b).

Marton Mere currently provides family facilities and activities, such as an indoor swimming pool, crazy golf, cycling trails, football, bouncy castle and playground. In order to attract more adventure tourists, it will need to add a range of new activities.

(b) (i) Suggest **two new** activities Marton Mere could add to the holiday park and **explain** why each would appeal to **adventure tourists**.

Suggestion 1
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..... (1)

Explanation
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..... (2)

Suggestion 2
..... (1)

Explanation
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..... (2)



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Adventure holidays can have negative impacts on the environment.

(ii) Comment on the possible negative impacts of your suggested activities on the environment.

The environment is the holiday centre and its immediate surroundings.

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(4)



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The nature of the travel and tourism industry has been described as 'perishable and intangible'. The industry also 'makes extensive use of new technologies'.

- (c) Describe how Marton Mere Holiday Park could use the internet to overcome the perishable and intangible nature of the industry.

Perishability

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Intangibility.....

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(6)

Q1

(Total 20 marks)



Read the following extract before answering Question 2.

Jet2.com is a well-known low-cost airline, which started offering flights in February 2003 from Leeds Bradford Airport to seven European sun and city destinations. In 2004, it began operating from Manchester Airport and now flies to twenty-two destinations in Europe from Manchester.

By 2006, the airline was operating from six airports across the UK, not only Leeds Bradford and Manchester, but also Belfast, Newcastle, Blackpool and Edinburgh, offering flights to ten European countries, three Mediterranean islands and the Canary Islands.

Jet2.com stands out from other budget airlines as it usually uses the main airport of its destinations, for example Marco Polo in Venice, and Charles de Gaulle in Paris, whilst its competitors use smaller airports more distant from the city centres.

Jet2.com also has a unique booking policy as customers can book either by telephone or on the internet.

(Source: adapted from www.jet2.com)

2. The travel and tourism industry is constantly changing. Many of these changes are due to 'product development and innovation'.

(a) Other than Jet2.com, name another 'low-cost' or 'no-frills' airline.

..... (1)

(b) Describe the features of a 'low-cost' or 'no-frills' airline.

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..... (3)



3. One of the factors which has led to the growth of the travel and tourism industry is 'motivating factors'.

(a) Describe, and give an example of, a 'motivating factor'.

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(2)

Read the following article before answering Question 3(b).

Think of France as somewhere you go on school trips or family camping holidays? The Association of British Travel Organisers to France (ABTOF) is launching a new campaign called 'France, Yes You Can!' to highlight a land brimming with interesting and exciting experiences to try, such as ...

- learning to make chocolates whilst on a city break in Arles
- going back to nature by staying in a luxury tree house in a forest
- sending your kids to football academy, or letting them go wild and active with canoeing, rafting and bat walks
- hiking across the mountains, ending your walk with an evening meal in a top quality restaurant
- hiring a lodge in a safari park and observing rhinoceros and antelope from your terrace
- playing golf on a championship course at a naturist resort in the South of France.

(Source: adapted from 'Surprise yourself in France', The Daily Mail, 12 January 2008)



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Use the following table to answer Question 4.

UK Domestic (Holiday) Trips 2006

Purpose of trip	Average length of stay	Average spend per night	Average spend per trip
Holiday	3.7 nights	£55	£203.50
Business	2.5 nights	£100	C
VFR	2.9 nights	D	£98.60

(Source: www.VisitBritain.com, results from the UKTS)

4. (a) What do the initials VFR stand for?

..... (1)

(b) Describe an example of VFR.

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 (2)

(c) Calculate the average spend per trip of **Business** visitors (letter **C** in table).

..... (1)

(d) Calculate the average spend per night of **VFR** visitors (letter **D** in table).

..... (1)



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Support Services, which can be either public or private, are two of the sectors in the chain of distribution. VisitBritain is one of the major organisations in the public sector.

(b) Describe the role of VisitBritain.

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(4)

(c) (i) Name another Public Sector Support organisation.

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(1)

(ii) Describe the role of this organisation in supporting the travel and tourism industry.

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(4)

(Total 17 marks)

Q5

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Read the following articles before answering Question 6.

Government Proposals

Flight tax to hit long haul and heavy planes

Airlines that fly long distance routes and own the heaviest aircraft will be the biggest losers under aviation tax proposals announced by the government yesterday.

It aims to replace air passenger duty (APD) by November 2009 with a tax that charges individual aircraft by weight on take off and distance travelled.

APD currently stands at £10 per person for short haul flights, rising to £40 per person for a long haul flight, raising a total of £2billion a year. This is supposed to be invested in environmental projects to reduce carbon dioxide emissions. The proposed new tax will raise substantially more than this.

British Airways criticised the proposals, saying that ‘taxes do not lead directly to reduced emissions’. Friends of the Earth said the tax should be modified to encourage the use of more fuel efficient aircraft.

(Source: adapted from the Guardian, Friday 1 February 2008)

easyJet

‘Care about the environment? We do too!’

- We fly more passengers per plane than a traditional airline, which helps us to achieve 27% lower emissions per passenger kilometre.
- Last year we removed 22 older aircraft at a cost of more than £275 million as part of our drive to reduce emissions.
- We operate the cleanest, youngest, most fuel efficient fleets in the country and have invested £7 billion in new aircraft – the average age of our aircraft is 2.3 years.
- We give our customers the option to offset their carbon footprint by contributing to an approved environmental scheme in addition to their ticket price.

(Source: adapted from the easyJet website, www.easyjet.com)



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An example of a measure introduced to address concerns over carbon dioxide emissions is the congestion charge in London.

(b) Comment on other measures that have been introduced to deal with pollution from transport.

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(4)

Q6

(Total 12 marks)

TOTAL FOR PAPER: 90 MARKS

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