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

1. (a) Define the term 'outgoing tourism'.

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(2)

(b) Define the term 'business tourism'.

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(2)



Read the following information before answering Questions 1(c) and 1(d).

Medmagic is a fictitious organisation.

Medmagic is a small tour operator in the UK specialising in outgoing holidays to destinations on the Mediterranean Sea coasts of Spain.

Medmagic is keen to expand its range of destinations in Spain to include inland cities to attract the business and the leisure short break markets.

Medmagic has been contacted by the Hilton Hotel Group, who has just opened a new hotel at the airport in Madrid, and is keen to use small UK tour operators.

Welcome

The Hilton Madrid Airport Hotel has a contemporary design and state of the art facilities. It is ten minutes from the city centre, and only five minutes from the airport. There are 284 spacious rooms and a self-contained conference centre with all meeting facilities. Each room has soundproof windows, luxurious bathrooms and work desks with wireless internet access. A complimentary shuttle service is provided to and from the airport.

There are two restaurants, La Plaza, which serves the famous Hilton breakfast, and La Reserva, where you can enjoy an intimate meal of local and Mediterranean dishes. In addition, La Ferrum is a bar serving traditional Spanish tapas.

A spa pool and modern fitness centre with sauna are the perfect options to relax before or after a busy day. The magic of city centre Madrid, with its famous Prado Museum, El Retiro Park and shopping streets, is only ten minutes away.

(Source: adapted from the Hilton Madrid Airport Hotel brochure)



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(c) Assess how the Hilton Madrid Airport Hotel meets the needs of the business market **and** the leisure short break market.

In your answer, you could consider:

- location
- facilities of hotel
- attractions in Madrid
- any other relevant point.

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(6)



(d) Describe **two** additional products and services that would make the hotel **more** appealing to **leisure** short break customers. Justify your suggestions.

Suggestion 1

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(2)

Justification

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(1)

Suggestion 2

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(2)

Justification

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(1)

Medmagic working with the Hilton Hotel Group is one example of ‘interrelationship’ within the travel and tourism industry.

(e) Describe **another** example of ‘interrelationship’ between organisations in the travel and tourism industry. You may use an example you have researched or studied in class.

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(2)



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One of the characteristics of the travel and tourism industry is that it 'makes extensive use of new technologies', such as ICT.

Medmagic is a small tour operator. Only 25% of its holidays are sold through travel agencies. The remainder are sold over the telephone. Medmagic's advertisements in newspapers have a free telephone number for customers to use for queries and to make bookings. At busy times, calls are not answered as quickly as Medmagic would like.

(f) Explain how new technology could be used by Medmagic to improve its booking systems and operating procedures.

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(6)

Q1

(Total 24 marks)



Read the following information before answering Question 2.

Farmer Ted's Farm Park and Play Barn is a visitor attraction.

Farmer Ted's Farm Park and Play Barn is situated close to a small village in the countryside of South Devon, within ten miles of a large seaside resort.

Farmer Ted's offers a large range of fun activities for children aged three to eight years. These include a mega indoor adventure area, large indoor sandpit, straw mountain, pedal tractor park, picnic areas, nature trails, tractor and trailer rides and a large animal barn with cows, piglets, sheep, goats, rabbits and guinea pigs.

'Come and play all day, it's a squeal!' says Farmer Ted.

(Source: adapted from www.farmerteds.com)

The farm is currently open seven days a week in the peak months of July and August and only opens at the weekends in April, May, June and September.

Two of the objectives of Farmer Ted's are to:

- increase the total number of visitors to the farm
- increase the age profile of the visitors to the farm.



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2. (a) **Describe three** new attractions/activities that the farm could introduce **and explain** how each could help the farm to meet its objectives.

Attraction/activity 1

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(4)

Attraction/activity 2

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(4)

Attraction/activity 3

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(4)



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An attraction, such as Farmer Ted’s, is visited by day visitors, both from the local area and those on holiday in Devon.

One of the characteristics of the tourism industry is that it has ‘negative and positive impacts on its host environment’.

In this case the environment is the farm, its immediate surroundings and the local community.

(b) Describe the possible **negative** impacts that an attraction, such as Farmer Ted’s, may have on the local environment.

In your response you should consider the fact that Farmer Ted’s receives day visitors.

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(6)



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Question 2 continues on the next page



Tourist Board Statistics can be used to help attractions plan for the future.

The following tables are produced by VisitBritain.

‘Trips’ includes both day trips and holidays.

Table 1 – Domestic trips taken by UK residents in 2007

Month of trip	Trips (in millions)
January, February, March	23.07
April, May, June	32.53
July, August, September	38.17
October, November, December	29.72

(Source: United Kingdom Tourism Survey, 2007)

Table 2 – Types of destination in the UK visited by UK residents in 2007

Type of destination	Trips (in millions)
Seaside	25.57
Large city/Large town	47.71
Small town	29.88
Countryside/Village	23.47

(Source: United Kingdom Tourism Survey, 2007)

(c) (i) Which months are most popular for domestic trips?

..... (1)

(ii) Which is the least visited type of destination?

..... (1)



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(iii) Suggest how Farmer Ted's could use both sets of statistics to help them in planning to increase income in off-peak months.

In your answer, you could consider:

- location of the farm
- current opening days/months
- any other relevant point.

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(4)

Q2

(Total 24 marks)

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3. The traditional booking process, known as the chain of distribution, is constantly changing.

(a) Define the term 'independent' in relation to the process of booking a holiday.

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(2)

(b) Explain the advantages to a customer of booking a holiday 'independently'.

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(4)



Read the following article before answering Questions 3(c), (d) and (e).

XL collapse could prompt return to travel agents

Travel agents have said that the collapse of XL Leisure group and the confusion over financial protection could prompt customers to return to booking with them.

The collapse, which left 10,000 people on non-ATOL protected holidays stranded overseas, has been seen as an opportunity for travel agents to demonstrate the value of booking through them.

Some agents have reported an increase in bookings from customers who would normally go online. One commented 'We have seen a surge of bookings because people are scared to book over the internet'.

Home-based travel agency, Travel Counsellors, said that the collapse had led to an influx of customers. It reported an 800% increase in hits on its website, some for advice, and others for help in sorting out their travel plans.

A Company Director said 'This highlights the value of having an agent who will be there when things go wrong'.

(Source: adapted from www.travelweekly.co.uk, 18 Sept 2008)

ATOL, as referred to in the article, protects customers, as it offers financial protection.

ABTA is an organisation that supports the travel and tourism industry.

(c) Describe how ABTA can protect customers in the case of financial failure of a tour operator or travel agent.

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(3)



(d) Other than financial protection, describe the **advantages** to the customer of booking their holidays through a travel agent.

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(6)

The travel industry is 'vulnerable to external pressures'. One of these is 'economic climate'.

In 2008, some travel companies, like XL, collapsed due to the poor 'economic climate' sometimes referred to as the credit crunch.

(e) (i) Describe what is meant by the term 'economic climate'.

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(2)



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(ii) Describe an example of a travel and tourism company or organisation that has suffered from a poor 'economic climate'. This may be an example that you have researched or studied in class. This should **not** be the XL example in the article from Travel Weekly.

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(3)

(iii) Analyse the long term effects of 'economic climate' on different sectors of the travel and tourism industry.

In your answer you should refer to **more than one** sector of the industry.

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(8)

(Total 28 marks)

Q3

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4. (a) Name **two** examples of organisations/companies in the transport sector.

1 (1)

2 (1)

(b) Customer needs are always changing.

For each of the following customer needs, describe how the transport sector has developed its products and services to meet these changing needs.

Luxury and comfort
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..... (2)

Cheaper fares
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..... (2)

Health, safety and security
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..... (2)



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'Technological factors' have led to rapid development of the transport sector of the travel and tourism industry.

One of the key stages in the development of the travel industry was the invention of the jet engine. The Comet, the first jet airliner, began operating in 1952.

(c) Analyse how 'technological factors' have influenced the development of different types of transport since 1952. You should use examples you have researched or studied in class to support your answer.

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Q4

(Total 14 marks)

TOTAL FOR PAPER: 90 MARKS

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