

Write your name here

Surname

Other names

Centre Number

Candidate Number

Edexcel GCE

Travel and Tourism

Advanced Subsidiary

Unit 1: The Travel and Tourism Industry

Thursday 13 January 2011 – Morning

Time: 1 hour 30 minutes

Paper Reference

6987/01

You must have:
calculator

Total Marks

Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and candidate number.
- Answer **all** questions.
- Answer the questions in the spaces provided
– *there may be more space than you need.*

Information

- The total mark for this paper is 90.
- The marks for **each** question are shown in brackets
– *use this as a guide as to how much time to spend on each question.*
- Quality of written communication will be taken into account in the marking of your responses to questions 3(d) and 6(b). These questions are indicated with an **asterisk** (*)
– *you should take particular care on these questions with your spelling, punctuation and grammar, as well as the clarity of expression.*

Advice

- Read each question carefully before you start to answer it.
- Keep an eye on the time.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

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

Read the following information before answering Question 1.

Holidaymakers “spending more upfront”

Holidaymakers are spending more on their holidays because of the recession, according to UK tour operator Premier Holidays.

A spokesperson said that customers are keen to control the amount their holiday costs and want to pay as much as possible before departure. **All inclusive package holidays** are doing extremely well because of this.

She highlighted China, Thailand, Bali and South Africa as long haul destinations doing particularly well.

(Source: adapted from www.ttglive.com)

1 This article is describing outgoing tourism to long haul destinations.

(a) Define the term ‘**outgoing**’ tourism.’

(1)

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(b) Define the term ‘long haul’.

(1)

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(c) Describe the features of an ‘all inclusive’ package holiday.

(3)

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Tour operators such as Premier Holidays are vulnerable to external pressures such as 'war or civil unrest'.

(d) Give an example of a tourist destination that has experienced 'war or civil unrest'.

(1)

(e) Explain how a tour operator such as Premier Holidays could respond to the outbreak of war or civil unrest in a destination it features in its brochure.

(4)

(Total for Question 1 = 10 marks)



Read the following before answering Question 2.

Honeymoon from Hull

It costs £58, lasts two nights (and the bride gets a Primark nightie)

Premier Inn has launched a special credit crunch “no money-moon” offer, which features...

Two nights at one of nine Premier Inn hotels e.g. Hull, Belfast, Carlisle...

One dinner with one glass of wine per person

All you can eat breakfast for two each morning

Bottle of sparkling wine, strawberries and chocolates

Pack of rose petals for the bed

Hamper of spa treatments

Money off sightseeing trips

(Source: adapted from the ‘Who’ll try the honeymoon from Hull’, Sean Poulter © Daily Mail 21 August 2009)

2 (a) Name **one other** budget hotel chain.

(1)

Disposable income is an example of an ‘enabling factor’.

(b) Explain how this promotion by Premier Inn could enable couples with a low disposable income to have a honeymoon.

(4)



'Changing consumer needs' has led to the growth of the travel and tourism industry. The accommodation sector has grown rapidly in the last ten years to meet these needs.

(c) Using examples you have researched or studied in class, describe how accommodation providers have responded to the following changing customer needs and expectations:

- safety and security
- excellent customer service
- technology.

(9)

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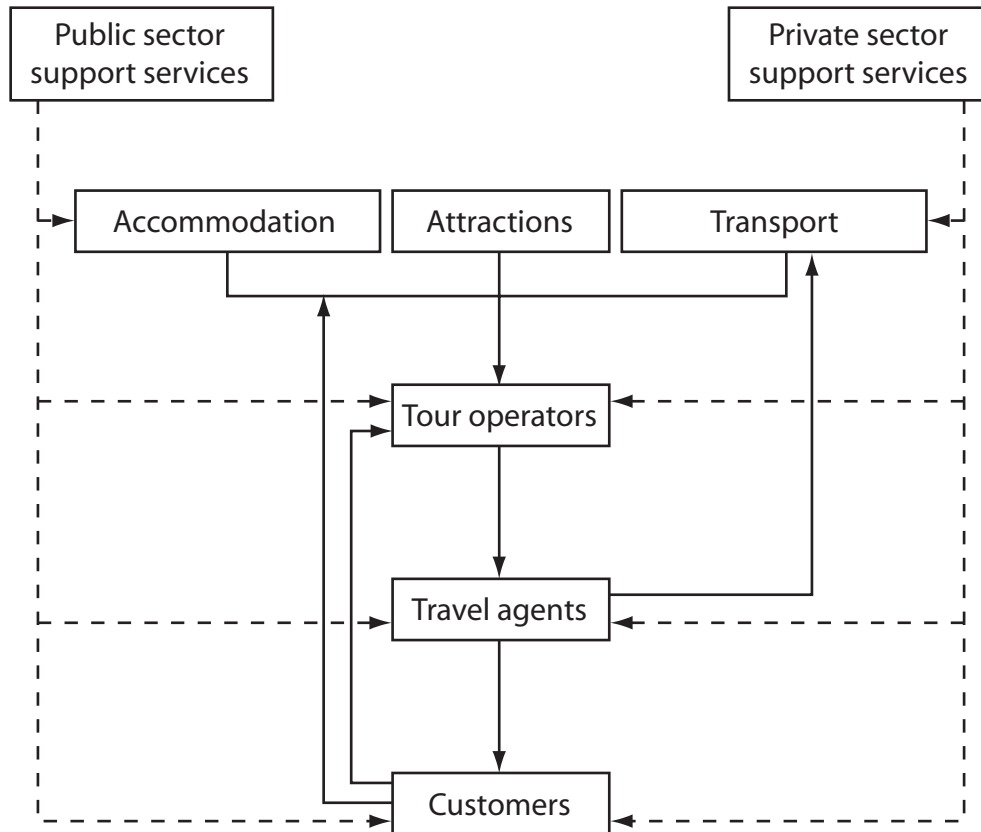
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(Total for Question 2 = 14 marks)



Read the following before answering Question 3.

The travel and tourism industry is constantly changing. The traditional 'chain of distribution' has had to adapt to different booking methods, for example online through the internet or by telephone to call centres.



3 (a) Give an **example** of a company or organisation from each of the following sectors: (3)

Private sector support services

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Transport

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Travel agents

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(b) Describe the role of public sector support services. You should use any example(s) you have researched or studied in class to support your answer.

(4)

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(c) Describe the role of a tour operator.

(3)

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***(d)** Assess how the tour operator sector has been affected by the changes in booking methods in the last 10 years.

(8)

A series of horizontal dotted lines for writing the answer.

(Total for Question 3 = 18 marks)



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Read the following information before answering Question 4.

An advert on a website or leaflet is an example of a motivating factor.

To attract visitors in the winter period, visitor attractions such as Chester Zoo and Longleat advertise additional products/services.

Chester Zoo Festive Fair

Experience a day out with a difference by visiting Chester Zoo's Festive Fair this year. Not only will there be 7,000 animals to see, but there will also be lots of festive activities to enjoy.

Santa will be visiting the zoo. You can also book to have breakfast or lunch with Frosty and Waddle. You can enjoy the Christmas carousel or try your luck on the side stalls. It's a fun day out for all the family. The Fair will be open every day from 5th December to the 3rd January.



(Source: adapted from www.chesterzoo.org, © Chester Zoo)

Longleat Christmas Train



What better way to get into the festive spirit than by meeting Santa in person at his woodland grotto in Longleat? You'll start your journey at Longleat Station, where it's all aboard the Christmas train. Your journey takes you through forests and alongside the lake, where you might see sea lions, hippos and gorillas before passing into a tunnel and onto North Pole Halt and Santa's Grotto.

Or travel in the early evening, when the magic of Christmas really sets in. Wrap up warm and take a night

ride through the forest, then through the darkness of the tunnel before emerging into the colourfully lit and festive North Pole Halt.

Remember to book well in advance, some trains get booked up very quickly!

Fancy a unique experience for your group or party? – Book the whole train!

Available dates 5, 6, 12, 13, 17, 19, 20, 22, 23, 24th December

Prices

Regular Train 11am – 4pm Adult £6 Child £12

'Dark Train' 4pm or later Adult £8 Child £14

Price includes a christmas present for every child!

Adult ticket includes train ride only.

(Source: adapted from www.longleat.co.uk, © Longleat Enterprises)



4 (a) Using the articles, name **two** additional products/services offered by each attraction to motivate more tourists to visit at Christmas.

Chester Zoo

(2)

1

2

Longleat

(2)

1

2



(b) Evaluate the effectiveness of the content of the two articles in motivating tourists to visit Longleat and Chester Zoo at Christmas.

(8)

A series of horizontal dotted lines for writing the answer.



(c) Visitor attractions often change or add to their products/services to motivate tourists to visit in the off peak season. Describe how a visitor attraction you have researched or studied in class has done this.

(4)

Visitor attraction

Description

(Total for Question 4 = 16 marks)



Read the following extract before answering Question 5.

£200 to check in your luggage

Ryanair yesterday introduced dramatic increases to its luggage charges, potentially adding £200 to the cost of a return flight.

Each passenger has to pay £10 each way for their first bag, if pre-booked and checked in online. If checked in at the airport the cost is £20 each way. For a second bag, the cost is always £20 each way.

From October 1st, it will cost £15 each way for the first bag pre-booked and checked in online, or £30 each way if checked in at the airport. For a second bag the cost is £35 each way if checked in online or £70 each way if checked in at the airport.

This means that putting two bags in the hold will cost a passenger £50 if pre-booked online or £100 at the check in desk – each way!

A spokesperson for Ryanair said “These baggage fees are avoidable by all passengers who choose to travel with carry-on/cabin bags only, and over 70% of our passengers will be unaffected.”

(Source: adapted from the *Daily Express* 5 September 2009)

- 5 (a) Calculate the amount that would be charged by Ryanair for two passengers with one bag each, pre-booked and checked in on line for a return flight from Leeds-Bradford to Paris if they are travelling before 1st October. (1)

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- (b) Calculate the amount that would be charged by Ryanair for two passengers with two bags each, checked in at the airport for a return flight from Leeds-Bradford to Paris if they are travelling after the 1st October. (1)

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(c) Analyse the effects of the new Ryanair baggage charges on:

(i) a businessman who regularly flies to Brussels for meetings and stays overnight. (3)

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(ii) a family of four, which includes a baby, who are flying to Portugal for a two week villa holiday. (3)

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(d) Explain why some airlines charge additional fees for extra services e.g. hold baggage and pre-booked seats. (4)

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Read the following article before answering Question 5(e).

New aircraft design has rows of passengers sitting face-to-face

If you hate travelling by tube in London then you should certainly avoid a new aircraft design which plans to have passengers sat opposite each other in rows running down the middle and on either side of the plane.

The controversial space-saving design will see passengers sat face-to-face in rows. The fold-down seats with a small table to the side will save on space allowing airlines to fit up to 50% more passengers on board and cut costs.

The aircraft is aimed at short haul journeys, anything from 30 minutes to 80 minutes. Another downside to the seating design is that food trolleys would not be able to pass down the plane as the aisles are too narrow.

The lighter seating would mean that planes use less fuel and more passengers could travel on each flight which could significantly lower the price of fares.



(Source: 'New aircraft design has rows of passengers sitting face-to-face' Sarah Gordon
© Daily Mail 9/2009, image © Design Q)



Product development and innovation will influence the service and fares offered by low cost/budget airlines such as Ryanair.

(e) Evaluate the potential of this new aircraft design for future use by budget airlines.

In your answer you could consider the possible effects on:

- the customers
- the airlines.

(6)

(This area contains horizontal dotted lines for writing the answer.)

(Total for Question 5 = 18 marks)



6 Tourism has 'positive and negative impacts on the host environment'.

Mediterranean ports are in danger of being swamped by day trippers from big cruise ships.

The number of cruise passengers using Mediterranean ports has trebled over the past five years.

In 2009, over 1.5 million British holidaymakers took a cruise.

Some examples are shown below:

Port	Cruise passengers in 2002	Cruise passengers in 2008
Valencia, Spain	10,228	93,338
Venice, Italy	63,255	181,709
Dubrovnik, Croatia	296,958	678,000

(Source: adapted from www.telegraph.co.uk)

(a) Describe the positive and negative impacts that cruise passengers may have on the ports they visit.

(6)

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* (b) Explain how the growth in cruise holidays may affect other sectors of the travel and tourism industry.

(8)

Dotted lines for writing the answer.

(Total for Question 6 = 14 marks)

TOTAL FOR PAPER = 90 MARKS



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