

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

Friday 18 January 2013 – Morning

Time: 1 hour 30 minutes

Paper Reference

6987/01

You do not need any other materials.

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(c) and 4(d). 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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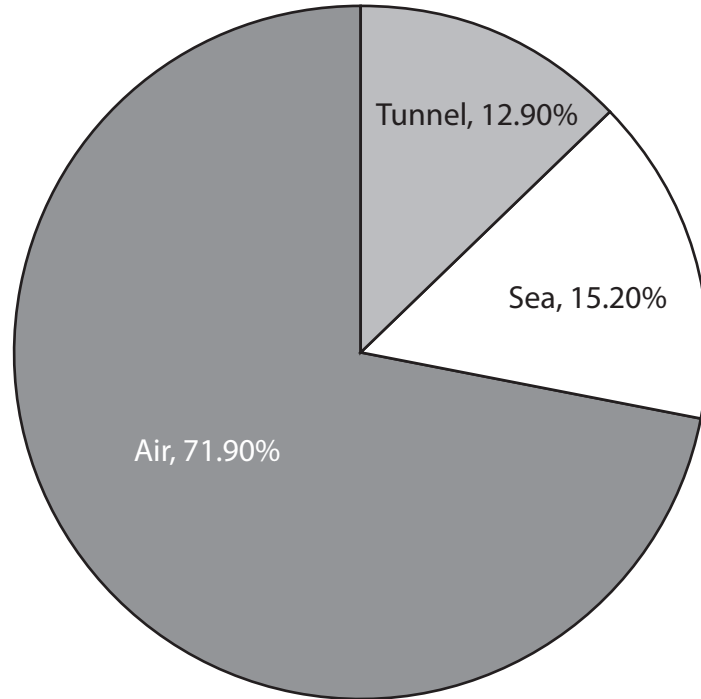
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Answer ALL the questions. Write your answers in the spaces provided.

Read the following information before answering Question 1.

Method of Travel to the UK 2010



The UK enjoys excellent global transport connections. In 2010, over 100 countries had direct air connections to the UK. The pie chart shows that in 2010 more than 70% of incoming visitors travelled to the UK by air.

(Source: reproduced courtesy of Visit Britain)

1 (a) (i) Define the term 'incoming tourism'. (1)

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(ii) Describe **one** example of incoming tourism. (2)

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(b) Explain why most incoming tourists choose to travel to the UK by air.

(4)

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The following statistics indicate how incoming tourism has changed in the ten year period from 2000 to 2010.

Trends in Incoming Tourism to the UK 2000 – 2010

Year	Number of visits (millions)	Spend (£billions)	Average spend per visit	Average nights stayed per visit
2000	25.21	£12.80	£503	8.1
2002	24.18	£11.74	£481	8.2
2004	27.75	£13.04	£466	8.2
2006	32.71	£16.00	£486	8.4
2008	31.88	£16.32	£511	7.7
2010	29.83	£16.90	£563	7.6

(Source: reproduced courtesy of Visit Britain)

Table 1



(c) (i) Identify **three** trends shown in the statistics in Table 1.

(3)

1

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(ii) Explain the reasons for the trends shown over the ten year period from 2000 to 2010.
In your answer you should consider both:

- changes in spend
- changes in length of stay.

(4)

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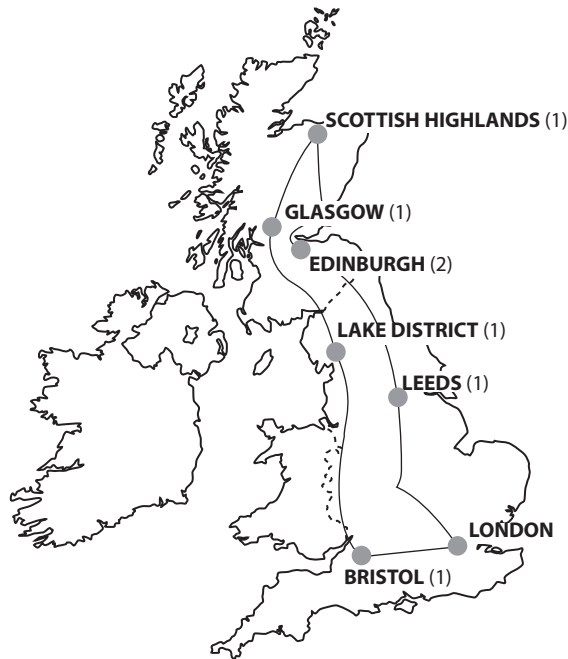


Read the following information before answering Question 1(d).

Piccadilly Tours

Piccadilly Tours is a tour operator which offers coach holidays around the UK to incoming visitors. These all last one week and the visitors stay in 3 and 4 star hotels, visiting major cities and historical attractions in the UK. These holidays cost from £699 per person. The cost of flights to the UK is not included in the price.

This map shows a typical touring holiday with the number of nights spent in each destination.



(d) (i) Explain how Piccadilly Tours could use information on incoming tourism trends when planning its future touring holidays.

(4)

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(ii) Describe products/services that Piccadilly Tours could introduce or further develop to make its holidays more appealing to the incoming tourism market.

(8)

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(Total for Question 1 = 26 marks)



Read the following information before answering Questions 2(a) and (b).

Chief executive of Travelodge, Guy Parsons, says more Britons are holidaying at home than ever before. "Traditionally, Britons have opted for a coastal or city break but as more Britons explore the UK they are rediscovering new holiday hotspots and, as a result, we have seen a significant increase in rural breaks."

(Source: adapted from Daily Mail)

Travelodge goes rural!

Travelodge has announced plans to open another 37 hotels, but instead of opting for more city locations, it will focus on expanding into areas near the UK's 15 national parks.

The group has planned a £135 million expansion to cater for tourists looking to stay in the countryside on a budget. It will focus efforts on finding sites near to locations such as Aviemore in the Cairngorms, Betws-y-Coed in Snowdonia, Grasmere in the Lake District and Minehead in Exmoor.

Travelodge does have some existing hotels in rural locations and claims the sites near national parks have seen higher occupancy levels than normal this year.

The new hotels will range in size from 30 to 100 bedrooms, depending on the location and building requirements.



Beautiful Exmoor village

(Source: text adapted from Daily Mail and image reproduced by kind permission of Ernest Davey and Visit Exmoor)

2 (a) Identify the type of tourism being described by the chief executive of Travelodge.

(1)

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(b) Tourism can have both positive and negative impacts on host environments.

Describe the impacts that the opening of these new Travelodge hotels may have on the national parks and nearby areas.

(i) Positive impacts

(4)

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(ii) Negative impacts

(4)

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Crossways Farm

Crossways Farm is located in Exmoor National Park. It is situated five miles from the coast and two miles from the nearest village.

Crossways Farm has two centrally-heated holiday cottages which it rents out for whole weeks. It has a campsite on a field with a shower and toilet block. This is only open in the summer months.

The farm has two objectives to work towards in the next two years:

- Objective 1 – To increase its income throughout the whole year.
- Objective 2 – To attract more day visitors to the farm.

(c) Suggest how Crossways Farm could meet each of its objectives.

In your answer you could consider:

- adding new products/services
- adapting existing products/services.

(12)

Objective 1 – To increase its income throughout the whole year.

Suggestion 1

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Suggestion 2

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Objective 2 – To attract more day visitors to the farm.

Suggestion 1

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Suggestion 2

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(d) Describe how travel and tourism organisations or destinations have increased their income in off-peak months. These should be organisations or destinations you have researched or studied in class.

(4)

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(Total for Question 2 = 25 marks)



Read the following information before answering Question 3.

Visitor attractions are an important part of the travel and tourism industry.

Titanic Belfast

Belfast's new £97 million visitor attraction, Titanic Belfast, opened in April 2012. The attraction is built on the site where the Titanic was launched in 1911. The building is designed to represent the bows of three enormous ships. It is the centrepiece of the city's £7 billion waterfront regeneration.

A major part of the attraction is the state-of-the-art visitor experience:

- Ten galleries with interactive exhibits.
- Titanic Belfast has the sights, sounds, smells and stories of the shipyard and its most famous creation.
- The story of Titanic is told from its early construction, launch, fit-out and tragic sinking.
- The story is brought up to the present with the discovery of the wreck and into the future with live links to contemporary undersea exploration.



Weddings can be held in the 'Titanic Suite' which is a copy of the first class banqueting room on the ship, complete with a sweeping grand staircase. It has the largest function room in the region, with space for up to 1000 guests.

(Source: adapted from Daily Mail and www.the-titanic.com)



3 (a) (i) Identify **two** types of tourist that may be attracted to Titanic Belfast.

(2)

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(ii) Choose **one** of the types of tourist identified in part (i), and explain why the features and facilities of Titanic Belfast would appeal to them.

(4)

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(b) Titanic Belfast is a historical visitor attraction.

Name **two** other examples of **historical** visitor attractions.

(2)

1

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*c) The travel and tourism industry makes extensive use of new technologies such as ICT.

Assess to what extent visitor attractions make use of new technologies. In your answer you should consider:

- communication with customers
- interactive experiences
- day-to-day operation.

(8)

Dotted lines for writing the answer.



(d) Interdependence is important in the travel and tourism industry.

Describe what is meant by the term 'interdependence' in the travel and tourism industry.

You may use an example you have researched to support your answer.

(3)

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(Total for Question 3 = 19 marks)



4 The development of the first Boeing jet aircraft, the Boeing 707 in 1957, was an enabling factor for the travel and tourism industry.

(a) Define the term 'enabling factor'.

(2)

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(b) Other than the development of the jet aircraft, identify **two** other examples of enabling factors.

(2)

1

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Read the following information before answering Question 4(c).

Development of Boeing Jet Aircraft

Plane	Year of first flight	Passenger numbers
Boeing 707	1957	Up to 180
Boeing 737	1967	107 – 189
Boeing 747 (Jumbo Jet)	1969	370 – 490
Boeing 767	1994	210 – 290
Boeing 787 (Dreamliner)	2011	210 – 250

(Source: <http://www.boeing.com/history>)

(c) Explain how the development of the jet aircraft has helped all the sectors of the travel and tourism industry to grow.

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Read the following information before answering Question 4(d).

Boeing 787 lands after first passenger flight

The Boeing 787 (Dreamliner) made its first flight on 26 October 2011. The new plane is lighter, more economical, 20% more fuel efficient and more comfortable than its rivals.

It might not get passengers to destinations any faster than the 707, built over 50 years ago; but it will get them there cheaper and happier.

The interior has 30% larger windows, and the window blinds have been replaced by a glare-reducing electrical dimming system. The interior lights gradually change colour during long flights to reduce jet lag. Other changes for passengers include larger overhead lockers and less engine noise.

Direct flights between cities (eg Manchester and San Francisco) can now be offered. Previously, airlines would have had to fill a large 747 with passengers to make it economically viable.



(Source: image from Boeing.com)



*d) Analyse the impact of the new Boeing 787 (Dreamliner) on:

- passengers
- airlines.

(8)

[Dotted lines for writing]

(Total for Question 4 = 20 marks)

TOTAL FOR PAPER = 90 MARKS



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