

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

Tuesday 14 May 2013 – 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 2(d) and 4(c). 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.

1 (a)

History of Thomas Cook Ltd

The travel company founded by Thomas Cook has been at the forefront of the travel and tourism industry since 1841. Its first organised holiday was an excursion by train from Leicester to Loughborough.

This was followed over the next ten years with holidays from Yorkshire and the Midlands to Liverpool, London and other British destinations.

Other Key Dates

1855 – The first overseas holiday, from the UK to the International Exhibition in Paris.

1872 – The first holidays from the UK to destinations outside Europe – the USA and China.

(Source: based on information © The Guardian News and Media Ltd., 2012)

From the information provided, identify **one** example of each of the following types of tourism.

(3)

(i) Domestic tourism

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(ii) Outgoing tourism

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(iii) Long-haul tourism

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Thomas Cook Today

Thomas Cook is the second largest leisure travel group in the UK with around 19,000 employees. Thomas Cook has a network of high street travel agencies including Co-operative Travel.

The group owns some of the world's favourite tour operators – including Airtours, Cresta, Cruise Thomas Cook, Direct Holidays, Neilson, Sunset, and Swiss Travel Service – along with its own fleet of 41 aeroplanes.

In 2011, 6.6 million British customers went on holiday with the Thomas Cook Group.

However, in 2011 Thomas Cook was in serious financial difficulties. It announced a loss of £398 million and the closure of almost 200 of its high street agencies, with the loss of 1,000 jobs.

(Source: adapted from © The Guardian News and Media Ltd., 2012)

Thomas Cook is a 'vertically integrated' organisation.

(b) Use the information provided to explain what is meant by the term vertical integration.

(4)

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There are many factors which affect travel and tourism organisations such as Thomas Cook. One of these is 'economic climate'.

(c) Describe what is meant by the term economic climate.

(2)

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(d) Another factor which has affected Thomas Cook has been outbreaks of war and civil unrest in holiday destinations.

(i) Identify **one** holiday destination that has been affected by war and/or civil unrest in the past five years.

(1)

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(ii) Explain how war and/or civil unrest might affect the operations and profitability of organisations such as Thomas Cook.

(4)

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(e) The way in which customers book holidays has changed significantly in the past 20 years.

(i) Describe how holiday booking methods have changed in the past 20 years.

(6)

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(ii) Explain the implications of the changes described in part (i) to booking methods for travel and tourism organisations such as Thomas Cook.

(6)

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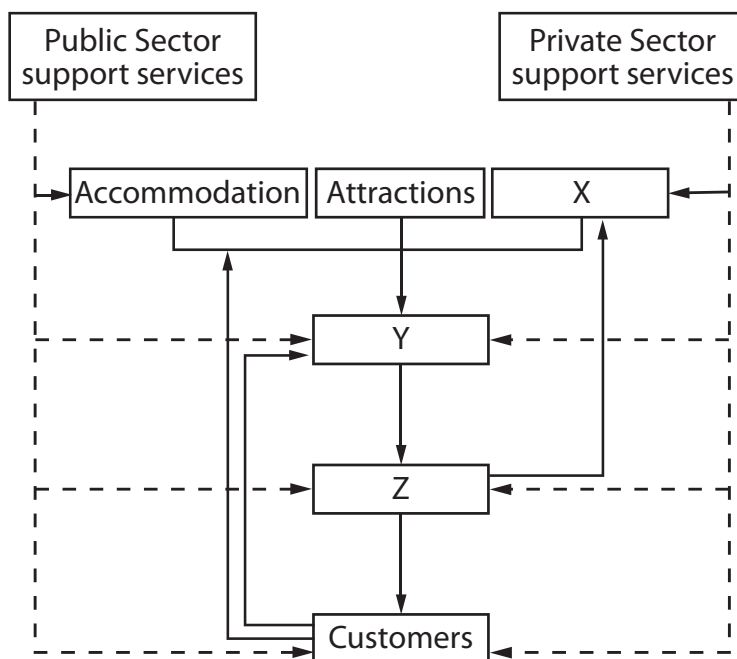
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(Total for Question 1 = 26 marks)



2 The relationship between travel and tourism organisations is often represented as a diagram known as the chain of distribution.



(a) For each of the lettered boxes in the chain, name the **type** of organisation which operates in this sector.

(3)

X

Y

Z



Tourist information centres (TICs) are a public sector support service in the chain of distribution.

(b) Describe the products/services offered by a tourist information centre.

(6)

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A tourist information centre will have 'interrelationships' with many other organisations in the travel and tourism industry.

(c) (i) Define the term interrelationship.

(2)

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(ii) Describe an example of an interrelationship that a tourist information centre may have with another travel and tourism organisation.

(2)

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Read the following extract before answering Question 2(d).

Having a website is a motivating factor. This is an extract from InsureandGo's website.

Extract removed due to copyright refusal



***d) Assess the effectiveness of this web page in motivating potential customers to buy travel insurance through InsureandGo.**

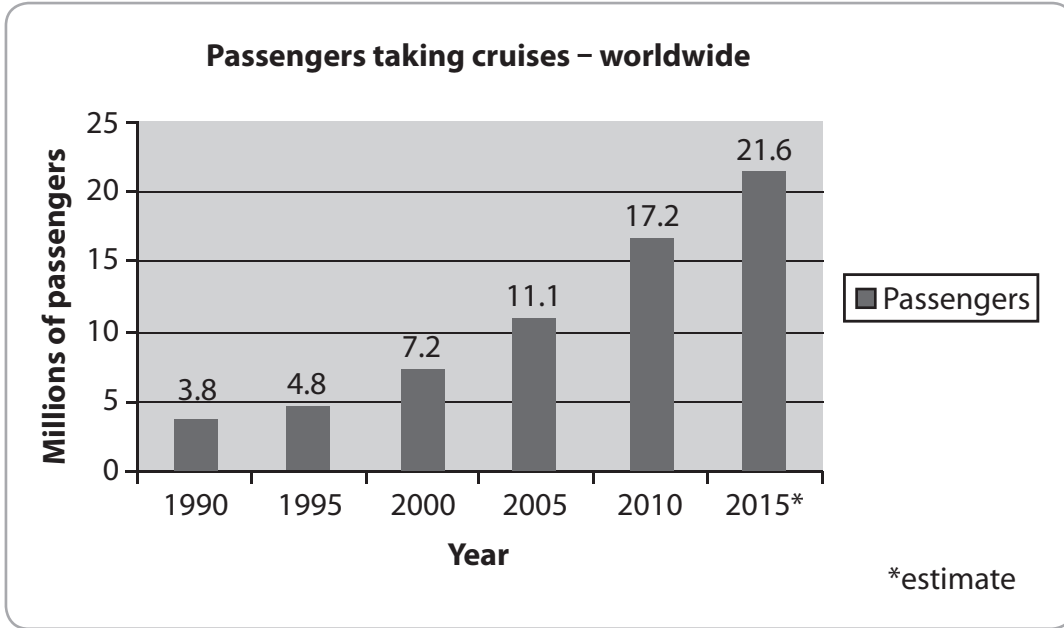
(8)

A series of horizontal dotted lines for writing answers.

(Total for Question 2 = 21 marks)



Read the following information before answering Questions 3 (a), (b) and (c).



(Source: CruiseMarketWatch)

3 (a) The chart shows the worldwide increase in passengers taking a cruise from 1990 to 2010. The figure for 2015 is an estimate.

(i) Calculate the increase in the number of passengers taking cruises from 1990 to 2010.

(1)

(ii) Identify the five year period which saw the largest increase in passenger numbers.

(1)

The cruise industry is 'dominated by large organisations'.

(b) Name **two** large cruise operators.

(2)

1

2



(c) Explain the reasons for the growth in cruise holidays since 2000.

In your answer you could consider:

- changing consumer needs
- expectations and fashions
- product development and innovation.

(6)



(d) The growth in cruise holidays will have effects on other sectors of the travel and tourism industry.

Recommend how **two** other sectors of the travel and tourism industry could respond to the recent growth in cruising.

(8)

Chosen sector 1

Recommendations

Chosen sector 2

Recommendations



(e) Low cost airlines have also recently experienced rapid growth.

Identify **four** features of low cost airlines.

(4)

1

2

3

4

(Total for Question 3 = 22 marks)



Read the following information before answering Question 4.



Knowsley Safari Park is one of the UK's premier wildlife attractions with giraffes, rhinos, baboons, meerkats and more in free-roaming habitats. Our tigers and lions are in enclosures within the game reserves, and our elephants have their own paddock in the walk-around section at the end of the safari drive.

The Safari School at Knowsley is visited by 10,000 school children each year. The education programme is National Curriculum based and offers half hour sessions for primary school children, and one hour sessions for older children. These sessions include interacting with live animals, specially designed worksheets and safari trails.

Railway and other attractions

The park features a miniature railway, 'The Lakeside Railway'. A sea lion show is another highlight. There is also a collection of amusements and fairground rides on-site plus paintballing, off-road driving challenges, and aerial extreme ropewalks.

Webcams

In early 2010 Knowsley Safari Park added webcams to allow internet users to view the meerkat and baboon enclosures.

Knowsley Safari Park has won several awards for tourism and conservation work. It is perfect for action packed days out.



(Source: reproduced with kind permission of Knowsley Safari Park)

4 (a) Knowsley Safari Park is an example of a visitor attraction.

Name **one** other example of a visitor attraction that features wildlife.

(1)



(b) Identify **two** types of visitor that would be attracted to Knowsley Safari Park. For each type of visitor identified, explain why Knowsley Safari Park would appeal to them.

(8)

Visitor type 1

Explanation

Visitor type 2

Explanation



***(c)** Webcams to view the meerkats and baboons are just one way in which Knowsley Safari Park uses new technology.

Explain how visitor attractions have used technology to enhance the visitor experience. You should use attractions that you have researched or studied in class to support your answer.

(6)

Dotted lines for writing the answer.



(d) Tourism has both positive and negative impacts on the host environment.

Describe the possible impacts that a large visitor attraction may have on its host environment.

(6)

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(Total for Question 4 = 21 marks)

TOTAL FOR PAPER = 90 MARKS



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