Write your name here

Surname	Other names

Pearson Edexcel GCE

Centre Number | | | | | |

Candidate Number | | | | |

Travel and Tourism

Advanced Subsidiary
Unit 1: The Travel and Tourism Industry

Monday 21 May 2018 – 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.*
- Questions labelled with an **asterisk** (*) are ones where the quality of your written communication will be assessed
  – *you should take particular care on these questions with your spelling, punctuation and grammar, as well as the clarity of expression.*
- You may use a calculator.

Advice

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

Turn over ▶

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

There are many different types of tourism.

1 (a) Define each of the following types of tourism, using an example to support your answer.

(i) Outgoing

(2)

(ii) Independent

(2)

(iii) VFR

(2)

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Government legislation is an external pressure that affects the travel and tourism industry. 'Transport principles' is one sector of the travel and tourism industry.

(b) Identify **three** examples of government legislation that affect this sector.

(3)

1 .....

2 .....

3 .....

Another external pressure affecting the travel and tourism industry is 'war and civil unrest'.

(c) Explain how 'war and/or civil unrest' can affect the operations of tour operators.

(6)

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Another external pressure is economic climate.

(d) Explain how economic climate affects the travel and tourism industry.

(6)

(Total for Question 1 = 21 marks)

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One sector in the UK travel and tourism industry is 'accommodation providers'.

2 (a) Other than Hilton Hotels, name **three** major accommodation providers in the UK.

(3)

1 .....

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(b) Describe how ancillary service providers work with different sectors of the travel and tourism industry.

(6)

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Read the following before answering Question 2(c).

Hilton Hotel, Cardiff

Location

Hilton Cardiff is located in the heart of the city, directly opposite Cardiff Castle. The hotel is situated minutes from St David's Shopping Centre, a 10-minute walk from the Principality Stadium and a 15-minute drive away from Cardiff Bay. Step inside the hotel and you'll find beautifully styled guest rooms, fantastic dining options and a host of amenities for work, rest and recreation – everything you need for a fantastic stay in the Welsh capital.

Hotel facilities

- 20-metre heated pool, health club and beauty treatment rooms
- On-site restaurant, Metropole Lounge and Costa Coffee
- Beautiful wedding venue and ballroom licensed for civil ceremonies and partnerships
- Seven meeting rooms and business centre
- Large executive bedrooms
- Standard twin and double rooms from £95 per room excluding breakfast
- Car parking: £25.00 (per overnight stay)

Activities nearby

Located on a peninsula in Cardiff Bay, Cardiff International Sports Village is home to Cardiff International White Water Centre where rafting sessions are from as little as £40 per person. Cardiff Marina, Ice Arena Wales, and Cardiff International Pool are also in this area and offer a wide range of exciting activities for all ages. Brecon Beacons National Park is 35 miles away.

(Source: http://www3.hilton.com/en/hotels/united-kingdom/hilton-cardiff-CWLHITW/index.html and https://www.ciww.com/white-water-rafting/)

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*(c) Evaluate the suitability of the products/services offered by Cardiff and The Hilton Hotel for adventure tourists.

(8)

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Hilton Hotel Cardiff is considering working with a national coach operator.

(d) Explain **three** potential benefits of this interrelationship.

(9)

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(Total for Question 2 = 26 marks)

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3 (a) (i) Identify **four** negative impacts of tourism on host environments.

(4)

1 .....

2 .....

3 .....

4 .....

(ii) Describe **one** positive impact of tourism on an area of outstanding natural beauty (AONB).

(2)

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(b) (i) Define the term **motivating factor**. You may use an example to support your answer.

(2)

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(ii) Define the term **enabling factor**. You may use an example to support your answer.

(2)

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(Total for Question 3 = 10 marks)

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Read the following before answering Question 4.

Cruise holidays continue to grow

13% of holidaymakers are planning a cruise holiday in the next 12 months. The chance to see multiple destinations, the quality of the food and drink on board and the choice of accommodation and facilities are the main factors drawing people to cruise holidays.

New ships and exciting destinations will help to increase this growth.

The Mediterranean was the most popular choice for UK tourists in 2016, whilst the Canary Islands, the Norwegian Fjords and the Caribbean continued to see increases in passenger numbers. People are also becoming more adventurous, with the Arctic proving to be one of the fastest-selling destinations for cruises in 2016 and its popularity is set to continue.

Activity and experience-led cruises are also expected to be popular, while festival style cruises with on-board music and DJs are attracting younger holidaymakers.

Cruises on which the on-board currency is the pound may be a popular choice, as holidaymakers seek certainty over their budgets following the vote to leave the EU. All-inclusive cruises may see similar interest.

(Source: adapted from https://abta.com/tips-and-latest/reports-and-trends/travel-trends-2017)

The cruise industry is dominated by a small number of large organisations.

4 (a) Name **three** large cruise operators.

(3)

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2 .....

3 .....

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*(b) Explain how product development and innovation have led to growth in cruise holidays in recent years.

(8)

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

(c) Explain how **two** other sectors of the travel and tourism industry could develop their products/services to take advantage of the recent growth in cruise holidays.

(6)

Sector 1

Sector 2

(Total for Question 4 = 17 marks)

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The travel and tourism industry 'makes extensive use of new technologies'.

5 (a) Explain how the travel and tourism industry uses virtual reality to overcome its intangible nature.

(4)

The use of virtual reality is one way in which travel and tourism organisations can communicate with their customers.

(b) Describe **two** other ways travel agents can use new technology to communicate with their customers.

(4)

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(c) Assess how well visitor attractions use new technology to enhance the visitor experience.

(8)

(Total for Question 5 = 16 marks)

TOTAL FOR PAPER = 90 MARKS

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