

Write your name here

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Candidate Number

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# Travel and Tourism

## Unit 1: The Travel and Tourism Industry

Tuesday 13 May 2014 – Morning  
**Time: 1 hour 30 minutes**

Paper Reference

**6987/01**

**You may use a 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(c) and 5(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 questions. Write your answers in the spaces provided.

Read the following information before answering Question 1.

### Golf Tourism in Scotland

Scotland is known worldwide as 'the home of golf'. There are about 550 golf courses in Scotland, and seven of these have held the British Open Championship. These attract both UK-based golfers and international golfers to stay in Scotland. In 2010 it was estimated that 70% of visitors were from the UK, and 14% were from the USA. Glasgow and Edinburgh airports offer both domestic and international flights.

Golf tourism is currently worth around £220 million to the Scottish economy each year. It is estimated that for every £1 a golf tourist spends, he/she spends a further £3 in other sectors elsewhere in Scotland. This figure is expected to rise to over £300 million by 2020, partly due to the famous Ryder Cup golf competition being held in Scotland in 2014. The largest rise in visitor numbers is expected to be from Europe and the emerging markets of India and China.

(Sources: <http://www.tourism-intelligence.co.uk>, <https://www.scotland.gov.uk>)

1 (a) Leisure is one type of tourism.

Identify **two other types of tourism** described in these examples.

(2)

**UK-based** golfers

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**International** golfers

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(b) Golf tourism is increasing in Scotland.

(i) What percentage of visitors are **not** from the UK or the USA?

(1)

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(ii) What is the rise (in £millions) expected between 2010 and 2020?

(1)

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(e) Sports or events such as festivals can also have negative impacts.

Identify **four** negative impacts that sports or events have on their host environments.

(4)

1 .....

2 .....

3 .....

4 .....

**(Total for Question 1 = 17 marks)**



Read the information about the Hilton Garden Inn before answering Question 2(a).



Hilton Garden Inn is located in Bristol city centre, within 5 minutes of Bristol Temple Meads train station, 10 miles from Bristol International Airport and within easy access of the M4 motorway.

Each double room is equipped with iMac TV/PC, a refrigerator, an executive chair and oversized desk.

- Complimentary WiFi access throughout the hotel
- Buffet breakfast and tempting dinner menus at City Café
- Meeting rooms for up to 50 guests
- Contemporary gym equipment in a modern fitness studio
- A complimentary 24-hour business centre

(Source: adapted from <http://hiltongardeninn3.hilton.com/en/hotels/united-kingdom/hilton-garden-inn-bristol-city-centre-BRSCCGI/index.html>)

2 (a) Explain how the products/services offered by the Hilton Garden Inn hotel are suitable for business travellers.

(6)

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(b) (i) Suggest **two new** products/services the hotel could introduce to meet business travellers' expectations.

(2)

New product/service 1

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New product/service 2

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(ii) Explain how your suggestions meet business travellers' expectations.

(4)

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(c) Define the term **leisure tourism**.

(2)

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**3** The way that different sectors of the travel and tourism industry work together is often known as the chain of distribution.

(a) Describe how the different sectors in the chain of distribution work with each other.

(4)

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(b) (i) One of the sectors in the chain of distribution is the travel agency.

Describe the range of products/services offered to customers by a travel agency.

(6)

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(ii) Name a **major** UK travel agency.

(1)

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Many travel agencies are members of ABTA.

**Read the following information before answering Question 3(c).**



ABTA has been at the heart of travel for more than 60 years. It has 1,300 members and over 5,000 retail outlets. Its purpose is to help its members to grow their businesses successfully and sustainably, and to help the travelling public have confidence in their travel experience.

The ABTA brand stands for expertise, reliability and fairness. These qualities ensure that holidaymakers remain confident in the holiday products that they buy from members.

It helps members and their customers by:

- providing schemes of financial protection and a course of redress if something goes wrong
- raising standards in the industry
- giving guidance on issues from sustainability to health and safety
- presenting a united voice to government to ensure the industry and the public get a fair deal.

70% of UK consumers see ABTA membership as essential when buying a holiday.

71% of the UK public recognise the logo.

90% of UK foreign package holidays are provided by ABTA members.

(Source: <http://www.abta.com/aboutabta2011-12/abtabrochure.html>)





(d) (i) Describe what is meant by the term **motivating factor**.

(2)

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(ii) Describe what is meant by the term **enabling factor**.

(2)

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Read this interview with singer Paloma Faith before answering Question 3(e).

### Paloma Faith's holiday heaven and hell

#### What was your best holiday?

Family holidays to Ravello in Italy. The village is perched high above the Mediterranean and the sea views are stunning. Everyone is so friendly.



#### The best hotel you have ever stayed in?

The Bowery in New York – an eccentric boutique hotel with marble bath, ceiling fans and amazing views of the city from the windows. I love the old fashioned décor, antiques and oriental rugs.

#### What do you need for a perfect holiday?

Good local food, little to do and plenty of sunshine. I'm not one for sightseeing or shopping on holiday, and I prefer the sea to a pool. I like to go somewhere I can speak the local language as I speak Spanish and Italian, so no-one knows who I am. My next holiday I hope will be Mexico.

#### Which was your worst holiday?

When I was 19 we went to San Antonio in Ibiza and our apartment was above a 24 hour bar in the middle of town and the noise was horrendous. The only good thing about it was the beach.

Another was when I went with my mum to Greece and the apartment was infested with rats.



(Source: <http://www.telegraph.co.uk/travel/hubs/heavenandhell/9455296/Paloma-Faiths-holiday-heaven-and-hell.html#>)





Read the following information about Virgin Trains before answering Question 4.



We have made tremendous progress in the 15 years we have been operating.

- 1997 13 million customers – this has increased to 31 million customers in 2012
- 1998 First train company to sell train tickets online
- 2002 New tilting pendolino trains introduced
- 2012 Best customer satisfaction score of 91% for long distance train services
- 2012 Three trains an hour from London to Manchester – only one in 1997
- 2012 Fastest ever journey times from London to North West England and Scotland

We have proposed many new plans for the future, adding new trains, new destinations, more onboard catering and improved stations. We also planned to introduce a customer loyalty scheme.

Organisations in the travel and tourism industry are constantly developing their products/ services.

Virgin's passenger numbers have increased from 13 million to 31 million in the last 15 years.

### Current and predicted passenger numbers

#### 2012 passenger numbers

 31 million  
passengers per year on the West Coast Main Line

#### Passenger predictions for 2026

Virgin  
 49 million  
passengers per year





**4** Using the information about Virgin Trains, explain how developing their products/ services has enabled them to grow.

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**(Total for Question 4 = 6 marks)**



5 The travel and tourism industry is also vulnerable to external pressures.

'Government legislation' is an example of an external pressure.

(a) Describe **two** other examples of external pressures that have affected the travel and tourism industry.

(4)

1 .....

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2 .....

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[www.tourism-intelligence.co.uk](http://www.tourism-intelligence.co.uk)

[www.scotland.gov.uk](http://www.scotland.gov.uk)

[www.hiltongardeninn3.hilton.com](http://www.hiltongardeninn3.hilton.com)

[www.abta.com](http://www.abta.com)

[www.telegraph.co.uk/travel](http://www.telegraph.co.uk/travel)

Richard Branson, Virgin Group

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