

Write your name here

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Other names

Pearson
Edexcel GCE

Centre Number

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Candidate Number

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Travel and Tourism

Advanced Subsidiary

Unit 1: The Travel and Tourism Industry

Monday 11 May 2015 – 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.*

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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PEARSON

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

Read the following information before answering Questions 1(a) and 1(b).

High street agents are back in favour

The ABTA Consumer Travel Trends Survey of 2012 found a significant increase in customers booking through travel agents in the UK between 2010 and 2012. It also recorded a dramatic drop in customers booking independently.

Holiday Type	2010	2011	2012
Outgoing holidays booked through travel agents	17%	25%	27%
Domestic holidays booked through travel agents		8%	13%
Holidays booked independently		43%	27%

(Source: adapted from www.travelmole.com/news_feature.php?news_id=203660)

1 (a) Describe each of the following types of tourism. You may use an example for each type.

(i) Outgoing

(2)

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(ii) Domestic

(2)

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(c) Travel agents may be part of a vertically integrated company.

Define the term **vertical integration**.

(4)

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(d) Many outgoing holidays are offered by tour operators.

(i) Name **two** major tour operators.

(2)

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(ii) Describe the role of a tour operator.

(3)

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(Total for Question 1 = 21 marks)



2 Motivating factors are one of the factors leading to the growth of the travel and tourism industry.

(a) Define the term **motivating factor**.

You should use an example to support your definition.

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(b) Define the term **external pressure**.

You should use an example to support your definition.

(3)

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Read the following information before answering Questions 2(c) and 2(d).

Can you advertise the British weather to tourists?

The weather in Britain is not as bad as tourists think:

- London has lower rainfall than Paris, Rome, New York and Tokyo.
- It is because of the British weather that we have such scenic landscapes and countryside, for example the Lake District.
- The average maximum temperature during July is 20.6°C in Devon and 22.8°C in London.
- Somerset's driest month is April, and its warmest is usually May.

There are some people who believe that the unpredictability of the weather puts tourists off holidaying in Britain.



A flooded caravan site in Keswick, Lake District

A marketing expert says:

- "Rather than using the weather as a hook, it would be safer to focus on Britain's heritage, landscape or people"
- "The British weather is like baby bear's porridge, not too hot, not too cold, not too wet and not too dry – however you need to understand that it could all come in one day".

(Source: adapted from www.visitbritain.com and article in *The Independent* 13 February 2012, *Daily Mail* 25 June 2012)



(d) Explain how poor weather could have **positive** impacts for some travel and tourism **organisations**. You should use examples to support your answer.

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(Total for Question 2 = 20 marks)



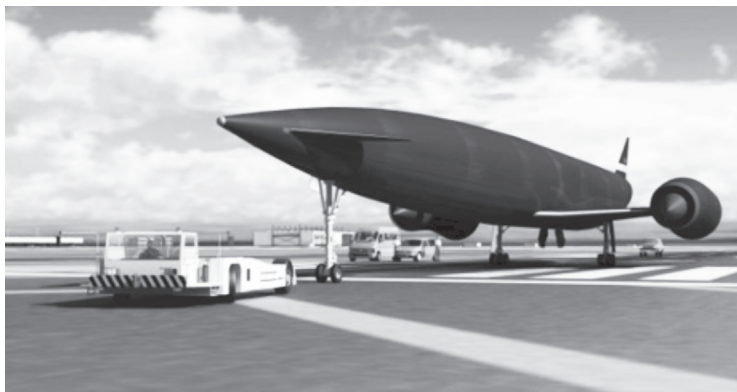
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Read the following information before answering Question 3.

One of the main factors leading to the growth of the travel and tourism industry is 'product development and innovation'.

A jet that can fly from London to Sydney, Australia in less than five hours!



It is being hailed as the biggest breakthrough in air travel since the invention of the jet engine. The new engine, called Sabre, could power a new generation of jet, called the Lapcat, dramatically cutting normal flying times to long haul destinations.

	Speed	Length	Passengers	London to Sydney
LAPCAT	4,000 mph	456 feet	300	5 hours
AIRBUS A380	587 mph	238 feet	525 (approx)	22 hours (including one stop)

The new plane would fly at 92,000 feet, compared with conventional planes which fly at around 35,000 feet. Due to increased air pressure the new plane would not have any windows. Fares for a flight on the Lapcat are likely to be much higher than for a conventional jet.

Researchers are hoping that it will become reality in the next ten years.

(Source: adapted from *Daily Mail*, 29 November 2012)



3 (a) Evaluate how the Lapcat could affect the future of the travel and tourism industry.

(8)

A series of horizontal dotted lines for writing.



(b) Lapcat is a development for the future.

(i) Describe **two** product developments or innovations in the transport sector from the past fifty years.

(4)

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(ii) Explain how the products or innovations described in 3(b)(i) have influenced the growth of the travel and tourism industry.

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(Total for Question 3 = 16 marks)



Read the following information before answering Question 4.

English Heritage – Our Proposals for Stonehenge – A World Heritage Site

Stonehenge is one of the world’s top tourist attractions. Our proposal will provide visitors with high quality facilities. There will be a new environmentally sensitive visitor centre and car park located 1.5 miles away from the Stones. The current car park will be returned to grass.

The centre will be constructed using local and sustainable building materials. The new café will offer high quality meals, snacks and drinks, whilst a larger shop will stock a greater range of souvenirs and books.

New exhibition spaces will make the story of Stonehenge accessible and engaging for everyone through a variety of multimedia. Visitors will be able to collect a portable audio or video guide to accompany their journey through the landscape to the Stones.



Stonehenge receives over 40,000 education visitors every year from both the UK and around the world. A new, multi-functional education area will provide indoor space for school groups to conduct workshops.

A visitor transit system will run from the visitor centre to a drop-off point close to the Stones. The distance between the visitor centre and the drop-off point is 1.5 miles, making a round trip journey of 20 minutes.

(Sources: adapted from <http://www.english-heritage.org.uk/daysout/properties/stonehenge/our-plans/our-proposals/new-facilities/> and <http://www.english-heritage.org.uk/daysout/properties/stonehenge/our-plans/our-proposals/an-appropriate-welcome/>)

4 One of the characteristics of the travel and tourism industry is that it impacts on its host environment.

(a) Identify **two** examples of how English Heritage proposes to address possible negative impacts on the host environment at Stonehenge.

(2)

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* (b) Assess how effective you think the English Heritage proposals for Stonehenge will be in meeting changing 'expectations and fashions'.

(8)

A series of horizontal dotted lines for writing an answer.



P 4 2 6 1 0 A 0 1 5 2 0

Study the information below before answering Question 4(c).

Stonehenge visitor numbers April 2010–March 2011

Month	Total number of individual visitors	Total number of visitors in groups	Total number of visitors
April 2010	36,915	29,255	66,170
May 2010	39,197	47,457	86,654
June 2010	43,725	56,511	100,236
July 2010	76,515	83,246	159,761
August 2010	80,688	68,589	149,277
September 2010	37,526	46,993	84,519
October 2010	32,833	33,860	66,693
November 2010	15,802	17,786	33,588
December 2010	11,876	13,072	24,948
January 2011	13,518	16,458	29,976
February 2011	13,904	15,447	29,351
March 2011	20,524	28,717	49,241

(Source: <http://www.english-heritage.org.uk/education/resources/stonehenge/business-management/visitor-profile/>)

(c) Identify **three** trends from these visitor statistics for Stonehenge.

(3)

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(d) In addition to the new facilities already proposed, suggest **two** new products/ services that English Heritage could introduce at Stonehenge to meet the needs and expectations of groups. Justify your suggestions.

(i) Suggestion 1

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(ii) Suggestion 2

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(e) Explain how visitor attractions have used new technology. You must use examples to support your answer.

You should consider how the technology:

- improves communication with customers
- enhances the experience of the visitors
- improves the efficiency of its operation.

(12)

Improves communication with customers

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Enhances the experience of the visitors

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Improves the efficiency of its operation.

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(Total for Question 4 = 33 marks)

TOTAL FOR PAPER = 90 MARKS



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