

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 16 May 2016 – 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 ►

P46579A

©2016 Pearson Education Ltd.

1/1/1



PEARSON

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

BLANK PAGE



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

There are many different types of tourism.

- 1 (a) (i) Define the term 'business tourism'. You should use an example in your answer. (2)

.....

.....

.....

.....

- (ii) Define the term 'domestic tourism'. You should use an example in your answer. (2)

.....

.....

.....

.....

- (iii) Define the term 'VFR'. You should use an example in your answer. (2)

.....

.....

.....

.....

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



Use the information in the table to answer Question 1(b).

Inbound visitors to the UK in 2012

| Country | Visitors | Spend £million |
|------------------|-----------------|-----------------------|
| England | 30.4 million | £18,397 million |
| Scotland | 2.4 million | £1,680 million |
| Wales | 0.9 million | £353 million |
| Northern Ireland | 0.4 million | £208 million |

(b) (i) What was the total number of inbound visitors to the UK in 2012? (1)

(ii) What was the total amount spent by inbound visitors to the UK in 2012? (1)



Read all of Question 1(c) and then choose a country, by marking a cross in the box .
If you change your mind, put a line through the box and
then indicate your new choice with a cross .

Scotland

Wales

Northern Ireland

(c) Explain why the country you have chosen receives fewer inbound visitors than
England.

(6)

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



Use the information in the table to answer Question 1(d).

Inbound visitors to London – top 10 countries of origin

| Rank position | Country of origin | 2003 numbers in millions | | Rank position | Country of origin | 2013 numbers in millions |
|----------------------|--------------------------|---------------------------------|--|----------------------|--------------------------|---------------------------------|
| 1 | USA | 2,234 | | 1 | USA | 1,884 |
| 2 | France | 1,191 | | 2 | France | 1,873 |
| 3 | Germany | 0.892 | | 3 | Germany | 1,338 |
| 4 | Irish Republic | 0.624 | | 4 | Italy | 1,091 |
| 5 | Netherlands | 0.619 | | 5 | Spain | 0.843 |
| 6 | Italy | 0.601 | | 6 | Netherlands | 0.696 |
| 7 | Spain | 0.527 | | 7 | Australia | 0.696 |
| 8 | Australia | 0.451 | | 8 | Irish Republic | 0.619 |
| 9 | Canada | 0.317 | | 9 | Belgium | 0.533 |
| 10 | Sweden | 0.308 | | 10 | Sweden | 0.523 |

(Source: Office for National Statistics <http://www.ons.gov.uk/ons/rel/ott/travel-trends/2013/sty.html>)



DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

***(d)** Explain the external pressures that may have influenced the changes in visitor numbers and countries of origin between 2003 and 2013.

(8)

Area with horizontal dotted lines for writing the answer.

(Total for Question 1 = 22 marks)



2 Many different sectors make up the UK travel and tourism industry.

(a) (i) Name **one** different key organisation for each of the following sectors.

(3)

Travel agents

.....

Tour operators

.....

Transport principals

.....

(ii) Identify **three** products/services offered by the transport principal you have named in 2(a)(i).

(3)

1

.....

2

.....

3

.....

One example of a public sector support service is a Tourist Information Centre (TIC).

(b) Identify **three** functions of a TIC.

(3)

1

2

3



Ancillary services are another sector in the travel and tourism industry.

- (c) Explain how ancillary service providers interrelate with other sectors of the travel and tourism industry.

(6)

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(Total for Question 2 = 15 marks)

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



Read the following information before answering Question 3(a).

Plans for a £5 million Premier Inn in the Lake District

Premier Inn, a budget hotel chain, is looking to open a new 64-bedroom family hotel in Ambleside in the Lake District. It is hoped that 30 full-time and part-time jobs will be created.

Ambleside has a very low unemployment rate. Some businesses recruit from abroad because they cannot find enough workers locally.

Comments made about the planned development:

- **Cumbria Tourism** says the 30 new jobs should be welcomed and a national hotel chain would help attract more visitors. 'Premier Inn will add to the wide range of accommodation already here.'
- **Premier Inn** representatives insist its small on-site restaurant will be predominantly aimed at providing guests with breakfasts and light meals and would not compete with existing restaurants and pubs in Ambleside. They also say: 'We understand the beautiful environment that is Ambleside. We ensure our hotels are fitting of their locations.'
- **A spokesperson for the University of Cumbria in Ambleside** says "We welcome Premier Inn as a neighbour. When we have our conferencing season in the summer, it will be another source of accommodation for us."
- **A prospective visitor from Liverpool** says: 'a Premier Inn will most definitely put Ambleside on the map as a "must visit" stag and hen party destination.'
- **Local B&B owners** are worried as Premier Inn offers cut-price rooms starting from £29-a-night. A local B&B owner says: 'Adding so many more bed spaces to the town could be detrimental to the independent accommodation providers. Chain hotels do not purchase local goods or use local tradesmen as we do.'
- **A local resident** says: 'Ambleside is a lovely country town with a conservation area. We should retain the character of Ambleside.'

(Source: adapted from http://www.thewestmorlandgazette.co.uk/news/11090067.Budget_hotel_chain_bids_to_open_in_Lake_District_in_5m_move_but_small_B_Bs_fear_price_war/?ref=mr)



DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

3 (a) Evaluate the positive and negative impacts of the planned Premier Inn development on Ambleside.

(8)

Area with horizontal dotted lines for writing.



P 4 6 5 7 9 A 0 1 1 2 4

Products/Services in the travel and tourism industry are often described as 'perishable'.

(b) Explain how perishability affects organisations in the accommodation sector.

(4)

.....

.....

.....

.....

.....

.....

.....

.....

.....

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



One of the objectives of organisations in the accommodation sector is to develop their products/services, especially in the off-peak months.

This is one example of how a hotel on the Isle of Wight tries to attract customers in November.

'Taste of Christmas' Social Dance Weekend

EVERY WEEKEND IN NOVEMBER

The Trouville Hotel provides you with a full programme of events, including:

- 'Christmas Day' dinner
- Visit from Santa!
- 'Strictly Fun Dancing' Competition
- Bingo, Quizzes, Cabaret
- Afternoon Tea Dance

Half-board accommodation and return ferry for only £169 per person.

Guaranteed to be a fun-filled weekend!

(Source: <http://www.trouvillehotel.co.uk/dancing-breaks/taste-of-christmas-social-dance-weekend.aspx>)

(c) Describe **one** other way in which accommodation providers develop their products/services to attract customers in the off-peak months.

(3)

.....

.....

.....

.....

.....

.....

.....

.....

.....



DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

BLANK PAGE



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

Singles holidays

Walking holiday

Enjoy the beauty of the countryside with 'Walking for Solos' which offers a daily choice of up to three guided walks. Staying full-board at Freshwater Bay Country House, the seven-night break costs £544 in shared twin rooms. Single occupancy is £100 extra.



Cruise around the Western Mediterranean

Enjoy your own luxury stateroom on the ship. This adults only cruise makes a round trip from Barcelona, calling at Naples, Civitavecchia (Rome), Livorno, Cannes and Palma. The seven-night, full-board trip costs from £1,095 including flights to Barcelona.

Wine tasting in Bordeaux

This weekend break in the autumn includes a trip to the wine tasting school, visits to two vineyards in the area and a walk around the city of Bordeaux. The three-night trip costs £595 with flights and B&B accommodation in en-suite single rooms. The tour is fully escorted throughout the weekend.



Working holidays are a great way of 'giving something back' while having a fun break. After a day helping with conservation tasks in the Pembrokeshire Coast National Park, you can return to the comfort of your hotel where evening entertainment is provided. It's not all work and no play – make the most of your day off and try kayaking, or canoeing. Six nights' full board from £355 in September.

(Source: adapted from <http://www.mirror.co.uk/lifestyle/travel/british-breaks/travel-insiders-singles-holidays-mean-4022426#ixzz3A5uuZZbt>)



Read both 4(b)(i) and 4(b)(ii) before answering 4(b)(i).

‘Changing consumer needs’ is one factor that has led to the growth of the travel and tourism industry.

(b) (i) Identify **two** other factors that have led to the growth of the travel and tourism industry. (2)

1

2

(ii) Explain how the factors you have identified in 4(b)(i) have led to the growth of the travel and tourism industry. (6)

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(Total for Question 4 = 14 marks)



DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

BLANK PAGE



Read the following information before answering Question 5.

Sherwood Forest Country Park

The 450-acre country park is part of the Sherwood Forest National Nature Reserve. Admission to the park is free.

What to see and do

The Major Oak: This ancient 800-year old oak tree is still producing acorns. It is located just a ten-minute walk from the Visitor Centre.

Robin Hood Festival: Sherwood Forest is known as the legendary home of Robin Hood. Each year in August, the Robin Hood Festival is held. It is a colourful week of celebrations with activities for children such as archery and dressing up.

Walking trails: The Blue Trail takes you on a 45-minute circular path past The Major Oak. The Green Trail around the Longhorn Cattle enclosure takes about an hour. The Red Trail takes approximately two hours and leads around the forest. The trails are level and accessible for all. Free trail leaflets are available in the Visitor Centre.

Shops and refreshments: The Visitor Centre has exhibitions, a gift shop and a restaurant. Picnic tables are situated near the car park.

Bird sightings: A list of birds that have been seen recently in Sherwood Forest is updated regularly.

(Source: adapted from <http://www.nottinghamshire.gov.uk/enjoying/countryside/countryparks/sherwood/>)

5 There are two types of attraction, built and natural. Sherwood Forest Country Park is one example of a natural attraction.

(a) Name **two** examples of built attractions.

(2)

1

2



DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

One of the objectives of a country park is 'to provide opportunities for the local community to enjoy the countryside'.

(b) Explain how Sherwood Forest Country Park meets this objective.

(6)

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

There is a growth in demand for adventure tourism. The owners of the Sherwood Forest Country Park are keen to take advantage of this growth.

(c) Identify **two** new products/services that the Sherwood Forest Country Park could offer to attract adventure tourists.

(2)

1

.....

2

.....

.....



(d) Explain how a natural attraction such as Sherwood Forest Country Park could use new technology to enhance the visitor experience.

(6)

Area with horizontal dotted lines for writing the answer.

(Total for Question 5 = 16 marks)

TOTAL FOR PAPER = 90 MARKS

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

BLANK PAGE



DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

BLANK PAGE

Every effort has been made to contact copyright holders to obtain their permission for the use of copyright material. Pearson Education Ltd. will, if notified, be happy to rectify any errors or omissions and include any such rectifications in future editions.

