

Write your name here

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Candidate Number

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Travel and Tourism

Advanced Subsidiary

Unit 1: The Travel and Tourism Industry

Monday 15 May 2017 – 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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Answer ALL questions. Write your answers in the spaces provided.

1 (a) Define the term 'outgoing tourism'.

(2)

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(b) Define the term 'adventure tourism'.

(2)

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Read the following before answering Question 1(c).

Chester

Chester has a 1000-year-old cathedral, the most complete city walls and the largest Roman remains in Britain.

Chester Zoo is the most visited attraction outside of London and there is also a very popular racecourse in Chester.

There are many ways to explore the city such as an open top bus, a guided walking tour or a pleasure cruise on the river.



Chester has The Rows, a 700-year-old shopping street, and undercover shopping at Grosvenor Shopping Centre with famous high street fashion, jewellery and accessory stores. The cobbled Watergate Street, in the heart of the city centre, has specialist shops, boutiques and tea rooms.

Cheshire Oaks, the largest designer outlet in Europe, is just 6 miles north of Chester. It is home to over 145 famous brands offering up to 60% discount and free parking.

(Source: adapted from <http://www.visitchester.com/things-to-do>)



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Chester is a popular tourist destination.

Chester attracts different types of tourism. One type of tourism that Chester attracts is 'incoming tourism'.

(c) (i) Identify **one** other type of tourism that Chester attracts. (1)

(ii) Explain how the products/services offered by organisations in Chester would appeal to your identified tourism type. (4)

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The travel and tourism industry is vulnerable to external pressures.

(d) (i) Identify **two** external pressures which could affect the UK travel and tourism industry.

(2)

1

2

(ii) Explain how **one** of the external pressures you have identified in 1(d)(i) could affect the UK travel and tourism industry.

(3)

Identified external pressure

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Explanation

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(Total for Question 1 = 14 marks)

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2 (a) Describe what is meant by the term 'enabling factor'.

(2)

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There were only 8,000 cars in the whole of the UK at the start of the 20th century.

Car ownership had increased to over 32 million in 2013.

*(b) Evaluate the importance of increased car ownership on the growth of tourism in the UK.

(8)

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(c) Evaluate how **motivating factors** have led to more people taking long haul holidays.

(8)

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(Total for Question 2 = 18 marks)



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The travel and tourism industry is made up of different sectors.

3 (a) Name **one** key organisation in each of the following sectors (3)

Tour operators

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Accommodation providers

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Public sector support services

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(b) (i) Describe **one** example of an interrelationship in the travel and tourism industry that you have researched. (2)

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*(ii) Analyse the interrelationships that exist between organisations in the travel and tourism industry.

(8)

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Use the following information in the table to answer Question 3(c).

Trends in online booking

Booking method	2013	2014	2015
Tablet	9%	18%	24%
Mobile phone	11%	16%	16%
PC/laptop	80%	66%	60%

(c) Suggest ways in which organisations can adapt to take advantage of these trends. (4)

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Online bookings is one example of a technological factor that has led to the growth of the travel and tourism industry.

(d) Other than online booking, assess how technological factors have affected the attractions sector.

(8)

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The nature of the travel and tourism industry is that its products are said to be 'perishable and intangible'.

- (e) Define the term 'perishable' in the context of travel agencies. You should use an example to support your answer.

(3)

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- (f) Define the term 'intangible' in the context of travel agencies. You should use an example to support your answer.

(3)

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(Total for Question 3 = 31 marks)



A key objective of a major scheduled airline is: 'to be the world's leading global premium airline.'

4 (a) Describe **two** products/services that this major scheduled airline may offer to meet this key objective.

(4)

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'Changing consumer needs' is another factor that has affected the development of the travel and tourism industry.

- (b) Explain how the products/services offered at airports have been developed to meet 'changing consumer needs'. You should use examples you have researched to support your answer.

(8)

Area with horizontal dotted lines for writing the answer.

(Total for Question 4 = 12 marks)



Use the following information to answer Question 5 (a)(i) and 5(a)(ii).

The future of the UK travel and tourism economy: delivering jobs and growth

Tourism in 2025

Tourism is predicted to grow...



...and be worth

£257.4bn by 2025



providing...

+6%

international demand growth p.a.



+1.5%

outbound demand growth p.a.



+3%

domestic demand growth p.a.

*p.a = per annum (per year)

(Source: adapted from <https://www.visitbritain.org/visitor-economy-facts>)

5 (a) (i) Identify **three** travel and tourism sectors in the UK where jobs are most likely to be created in the predicted growth to 2025.

(3)

Sector 1

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Sector 2

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Sector 3

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(ii) Explain why your chosen sectors will be important in supporting the growth of the UK travel and tourism industry in the future. You should refer to the statistics in your answer.

(6)

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