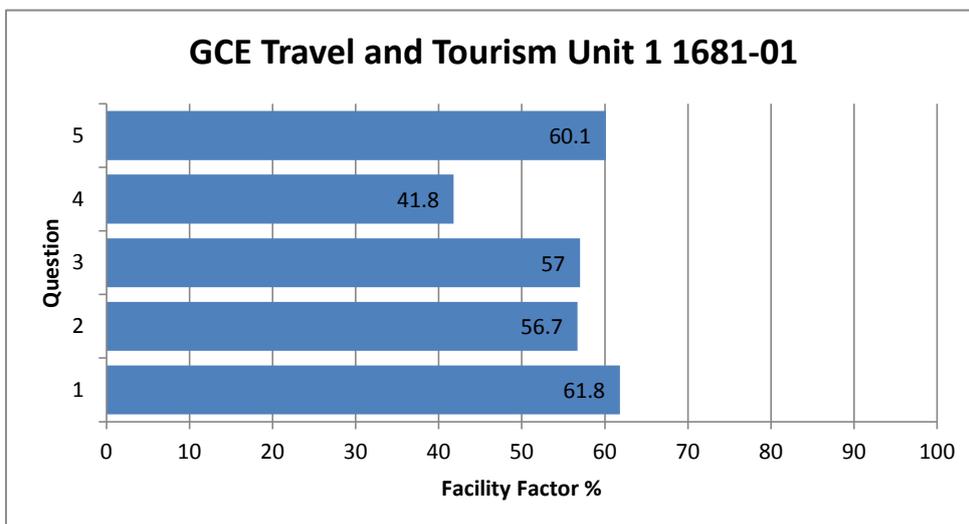


## GCE Travel and Tourism Unit 1 1681-01

All Candidates' performance across questions

 Question Title	 N	 Mean	 SD	 Max Mark	 FF	 Attempt %
1	973	8.7	2.7	14	61.8	100
2	973	6.8	2.4	12	56.7	100
3	973	9.1	2.3	16	57	100
4	973	7.5	3.3	18	41.8	100
5	973	12	2.8	20	60.1	100



*Answer all questions.*

1. *Enabling factors*, such as improved transport provision, have helped to increase the number of people taking part in tourist activities.

(b) Explain how improvements to transport provision have helped to increase the number of people taking part in tourist activities. [4]

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Answer all questions.

1.

Enabling factors, such as improved transport provision, have helped to increase the number of people taking part in tourist activities.

- (b) Explain how improvements to transport provision have helped to increase the number of people taking part in tourist activities. [4]

There have been various ~~ways~~ improvements to transport which have increased number of people taking part in tourist activity. One would be the development of low cost airlines, enabling more people to travel cheaper, to destinations to take part in tourist activity. Another improvement would be development of rail, more train companies go to more destinations and have deals.



Answer all questions.

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Answer all questions.

1.

Enabling factors, such as improved transport provision, have helped to increase the number of people taking part in tourist activities.

- (b) Explain how improvements to transport provision have helped to increase the number of people taking part in tourist activities. [4]

Improvements to transport provision have helped to increase tourism mainly due to the fact that this makes tourist activities such as a theme park, much more accessible to tourists. An example of this would be the ~~for~~ first railway links created in 1925. These links opened up seaside resorts such as Blackpool & Skegness to tourists more people, thus increasing the number of people taking part in tourist activities.



Answer all questions.

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4.

*SMEs* from different sectors of the **UK's** travel and tourism industry often need to work together to be successful and meet the expectations of tourists.

(b) Explain **two** examples of how *SMEs* from different sectors of the travel and tourism industry might work together. [4]

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SMEs from different sectors of the **UK's** travel and tourism industry often need to work together to be successful and meet the expectations of tourists.

- (b) Explain **two** examples of how SMEs from different sectors of the travel and tourism industry might work together. [4]

1. They might merge with one another to expand and become bigger, increase profits.

2. Vertical or horizontal integration.



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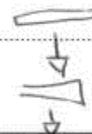
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- (b) Explain **two** examples of how SMEs from different sectors of the travel and tourism industry might work together. [4]

1. Horizontal Integration - this is when chains join together to create more business or profit. For example a medium enterprise (hotel) joining with a small run enterprise. They might combine offers etc. An example where this has occurred would be with Thomas Cook and Co-operative travel.

2. Vertical integration - this is when chains from different levels of the industry e.g. ~~high~~<sup>high</sup> ~~end~~<sup>end</sup>, work together to help the ones at the bottom of the chain. For example the World Tourism Organisation may promote/work with Visit Britain which will then promote a SME e.g. a local BnB.



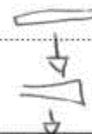
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The **UK** offers a range of natural and built visitor attractions within countryside destinations.

- (d) Discuss the range of countryside visitor attractions in the **UK** which appeal to different tourist types. Give named examples to support your answer. [8]

There is a range of countryside visitor attractions which appeal to different tourist types. One example would be National Parks. These are funded by the government for the enjoyment to tourists and the preservation of wildlife. There are facilities which would appeal to families and/or sporting tourists. These include educational signs for children, nature trails, walking, cycling routes, rock climbing etc. ~~At least~~ National Parks would definitely appeal to families as it is free and gets children outdoors. An example of a National Park would be The Lake District. Another example of a countryside destination which may appeal to cultural tourists (e.g. photographers) would be the Malvern Hills. There are many views once walked upon the ~~mountains~~ <sup>hills</sup> so perfect for photography. It would also appeal to Grey Market tourists as there are rails to hold onto going up the hills and a little cafe ~~are~~ at the bottom.



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4d: 4



The **UK** offers a range of natural and built *visitor attractions* within countryside destinations.

- (d) Discuss the range of countryside *visitor attractions* in the **UK** which appeal to different tourist types. Give named examples to support your answer. [8]

one example of a ~~visi~~ countryside visitor attraction would be ~~brodiam~~ ~~castle~~ in Kent, like many castles, mansions & stately homes in the UK. This attraction would appeal to culture vultures as they are the essence of British history & culture. They would also be appealing to educational groups studying history as these attractions offer many educational activities.

Another countryside visitor attraction is open farms, such as Willowes Farm in Hertfordshire, these are particularly popular among families with young children as they can hold & stroke the animals & ride on tractors etc. These attractions offer many activities suited to a younger demographic. One other countryside visitor attraction is adventure parks such as Meers Valley in Dorset, these would be appealing to families as they allow for forest walks, bike rides & train rides & also have picnic areas.



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- (d) Discuss the range of countryside *visitor attractions* in the **UK** which appeal to different tourist types. Give named examples to support your answer. [8]

One example of a *visitor countryside* attraction would be Bodiam Castle in Kent, like many castles, mansions & stately homes in the UK. This attraction would appeal to culture vultures as they are the essence of British history & culture. They would also be appealing to educational groups studying history as these attractions offer many educational activities.

Another countryside *visitor attraction* is open farms, such as Willow's Farm in Hertfordshire. These are particularly popular among families with young children as they can hold & stroke the animals & ride on tractors etc. These attractions offer many activities suited to a younger demographic. One other countryside *visitor attraction* is adventure parks such as Meers Valley in Dorset. These would be appealing to families as they allow for forest walks, bike rides & train rides & also have picnic areas.

4d: 5

