

Surname		Other Names	
Centre Number		Candidate Number	
Candidate Signature			

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General Certificate of Secondary Education
June 2003



**TRAVEL AND TOURISM
FOUNDATION TIER
Paper 2**

3591/2F

F

Tuesday 24 June 2003 Morning Session

No additional materials are required.
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Time allowed: 1 hour 30 minutes

Instructions

- Use blue or black ink or ball-point pen.
- Fill in the boxes at the top of this page.
- Answer **two** questions from **Section A** and **two** questions from **Section B**.
- Do all rough work in this book. Cross through any work you do not want marked.
- If you need extra paper, use Supplementary Answer Sheets.

Information

- The maximum mark for this paper is 83.
- Mark allocations are shown in brackets.
- You will be awarded up to 3 marks for quality of written communication. You are required to:
 - present relevant information in a form that suits its purposes;
 - ensure that text is legible and that spelling, punctuation and grammar are accurate, so that meaning is clear;
 - use a suitable structure and style of writing.

For Examiner's Use			
Number	Mark	Number	Mark
1			
2			
3			
4			
5			
6			
Total (Column 1)	→		
Total (Column 2)	→		
Quality of Written Communication			
TOTAL			
Examiner's Initials			

SECTION A

Module 2 The Relationship Between Society, Environment and Tourism

Answer **two** questions from this Section.

1

Total for this question: **20 marks**

Study **Figure 1**, then answer **all** parts of question 1. **Figure 1** is a tourist map showing part of Lake Windermere, in the Lake District.

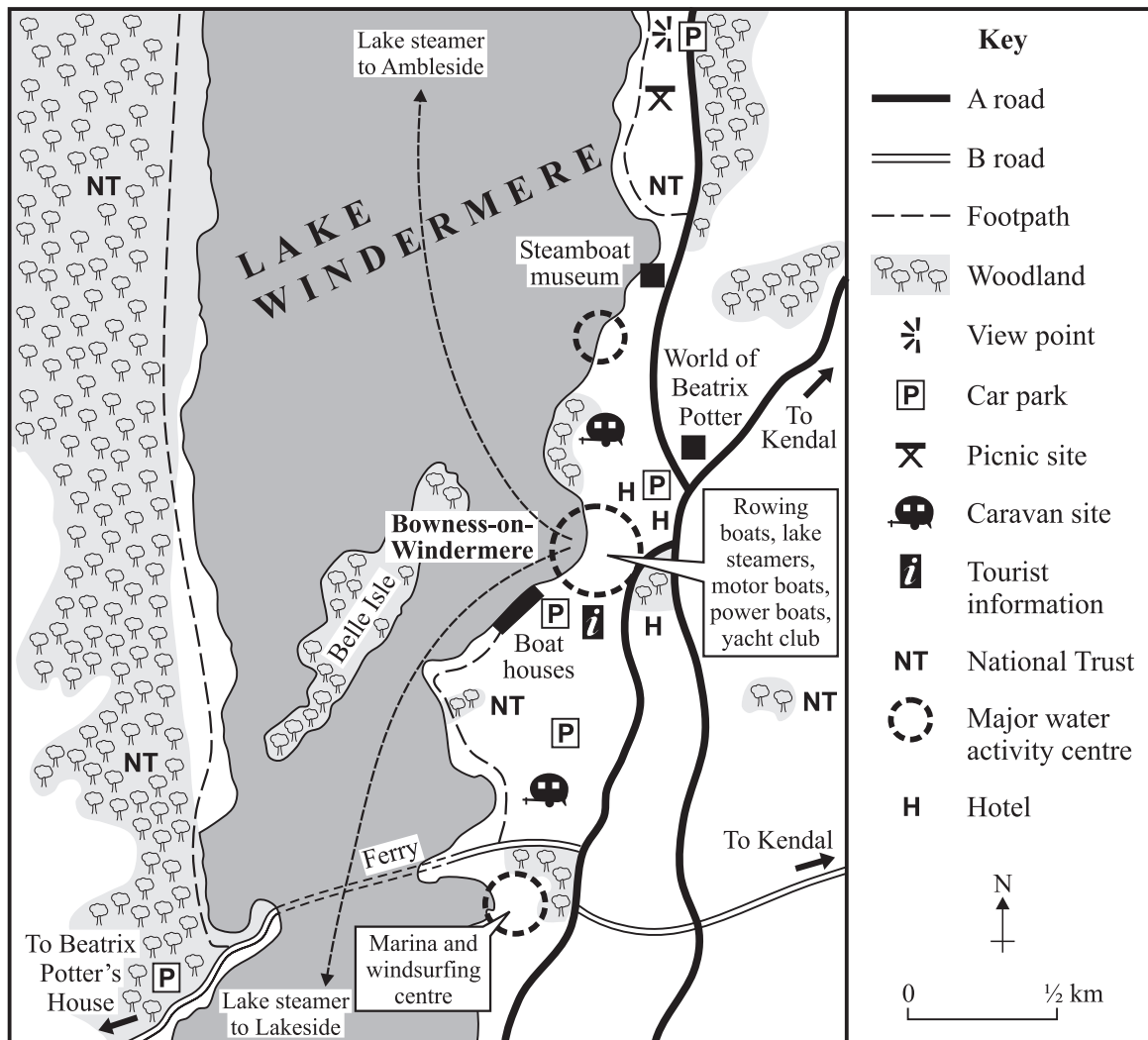


Figure 1

- (a) (i) Name **two** paying visitor attractions shown on the map.

1

2

(2 marks)

(c) The development of tourism can lead to improvements in transport networks.

Describe how this has happened in one or more places that you have studied.

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(4 marks)

(d) Tourism can have harmful effects on people who live in holiday areas.

Describe some of these harmful effects.

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(6 marks)



2

Total for this question: 20 marks

Study **Figure 2**, then answer **all** parts of question 2. **Figure 2** is a statement from Kuoni advising tourists how to help protect the destinations they visit.

Figure 2 is not reproduced here due to third-party copyright constraints.

The full copy of this paper can be obtained by ordering 3591/2F from AQA Publications
Tel: 0161 953 1170

(a) (i) Give **two** ways that heritage and environmental projects can be supported.

1

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2

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(2 marks)

QUESTION 2 CONTINUES ON THE NEXT PAGE

Turn over ►

(ii) Suggest **two** reasons why tourists should buy local products.

1

2

(2 marks)

(b) Outline **three** ways in which animal habitats or fragile environments can be damaged by tourism.

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(6 marks)

(c) Tourists can be attracted by environments and wildlife.

Describe **one or more** examples of how environments and wildlife attract tourists.

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(4 marks)

(d) Tourism is often a heavy user of water and energy.

How might extra demand from tourists put pressure on local water and energy supplies?

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(6 marks)

20

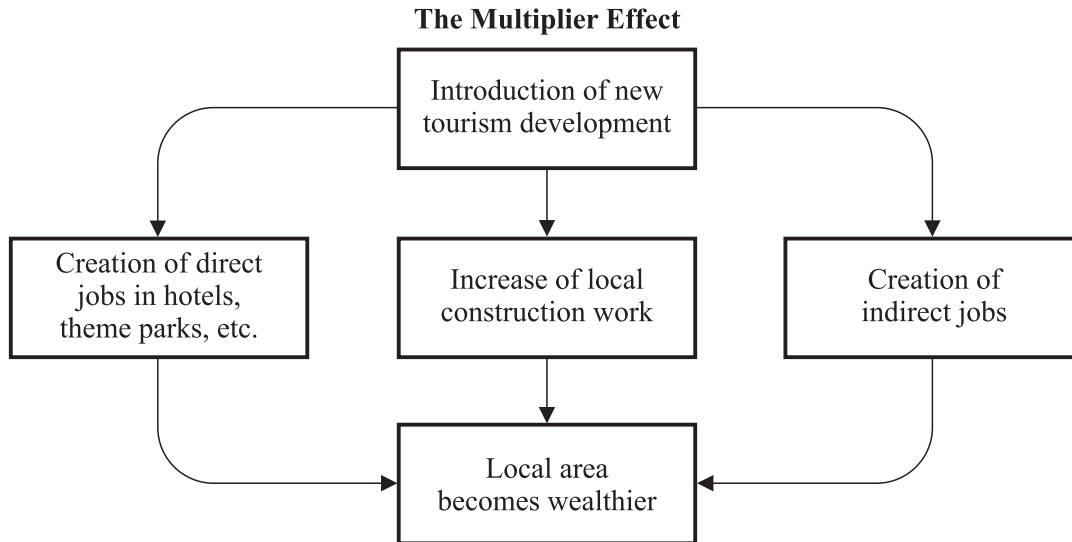
TURN OVER FOR THE NEXT QUESTION

Turn over ►

3

Total for this question: 20 marks

Study **Figure 3**, then answer **all** parts of question 3. **Figure 3** shows how the introduction of tourism can affect an area.

**Figure 3**

- (a) (i) Name **two** direct jobs created by the introduction of tourism.

1

2

(2 marks)

- (ii) Extra jobs, not directly related to tourists, are often created in tourism areas. These are called indirect jobs.

Suggest **two** indirect jobs created by tourism development.

1

2

(2 marks)

(b) Outline **three** ways that the development of tourism can lead to improved services for local people.

1

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2

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(6 marks)

(c) Visiting historic places is a very popular form of tourism.

In what ways can tourism help to preserve old buildings?

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(4 marks)

QUESTION 3 CONTINUES ON THE NEXT PAGE

Turn over ►

(d) Explain, using examples you have studied, how **EITHER** traditional Arts and Crafts **OR** traditional Dance/Music and Drama add to the appeal of tourist destinations.

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(6 marks)



SECTION B

Module 3 Employment and Organisation in the Travel and Tourism Industry

Answer **two** questions from this Section.

4

Total for this question: 20 marks

Study **Figure 4**, then answer **all** parts of question 4. **Figure 4** is an article about a travellers' helpdesk.

Figure 4 is not reproduced here due to third-party copyright constraints.

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(a) (i) Give **two** examples of day-to-day problems dealt with at the travellers' helpdesk.

1

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2

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(2 marks)

QUESTION 4 CONTINUES ON THE NEXT PAGE

Turn over ►

5

Total for this question: 20 marks

Study **Figure 5**, then answer **all** parts of question 5. **Figure 5** is an extract from the CenterParcs website.

Figure 5 is not reproduced here due to third-party copyright constraints.

□

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- (a) (i) Name **two** key areas included in induction training.

1

2 (2 marks)

- (ii) Suggest **two** reasons why new staff are given the opportunity to spend a day at a CenterParcs resort as a guest.

1

2 (2 marks)

6

Total for this question: 20 marks

Study **Figure 6**, then answer **all** parts of question 6. **Figure 6** shows the mission statement of easyJet.

easyJet mission statement

- To provide our customers with good value air services
- To offer a consistent and reliable product
- To offer fares appealing to leisure and business markets
- To develop the skills of our staff
- To establish lasting relationships with our customers




Figure 6

(a) (i) To which **two** markets are easyJet hoping to appeal?

1

2

(2 marks)

(ii) Suggest **two** reasons why easyJet aims 'to establish lasting relationships with our customers'.

1

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2

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(2 marks)

QUESTION 6 CONTINUES ON THE NEXT PAGE

Turn over ►

(d) Staff turnover is the rate at which a company replaces its staff.

Explain why it is better for a company to retain staff.

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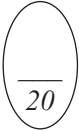
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(6 marks)



END OF QUESTIONS

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Question 1: Key Geography, Nelson Thornes (Publishers)

Question 6: easyjet.com (adapted)