

Surname		Other Names	
Centre Number		Candidate Number	
Candidate Signature			

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General Certificate of Secondary Education
June 2003



**TRAVEL AND TOURISM
HIGHER TIER
Paper 1**

3591/1H

Thursday 19 June 2003 Afternoon Session

H

In addition to this paper you will require:
a clean copy of the Case Study Material.
You may use a calculator.

Time allowed: 1 hour 30 minutes

Instructions

- Use a blue or black ink or ball-point pen.
- Fill in the boxes at the top of this page.
- Answer **all** questions.
- Do all rough work in this booklet. Cross through any work you do not want marked.
- If you need extra paper, use the 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			
Total (Column 1)	→		
Total (Column 2)	→		
Quality of Written Communication			
TOTAL			
Examiner's Initials			

Answer **all** questions.

Module 1 Tourist Destinations

VANOISE NATIONAL PARK

1

Total for this question: 40 marks

(a) Study the climate graph for Tignes on page 2 of the information booklet.

(i) Describe the main features of the climate at Tignes.

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(3 marks)

(ii) Explain why the climate makes Tignes suitable as an all-year-round holiday resort.

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(3 marks)

- (b) A group of young people is planning a snowboarding holiday. The group includes both beginners and experienced snowboarders.

Is Tignes a suitable resort for the group? Refer to evidence to support your answer.

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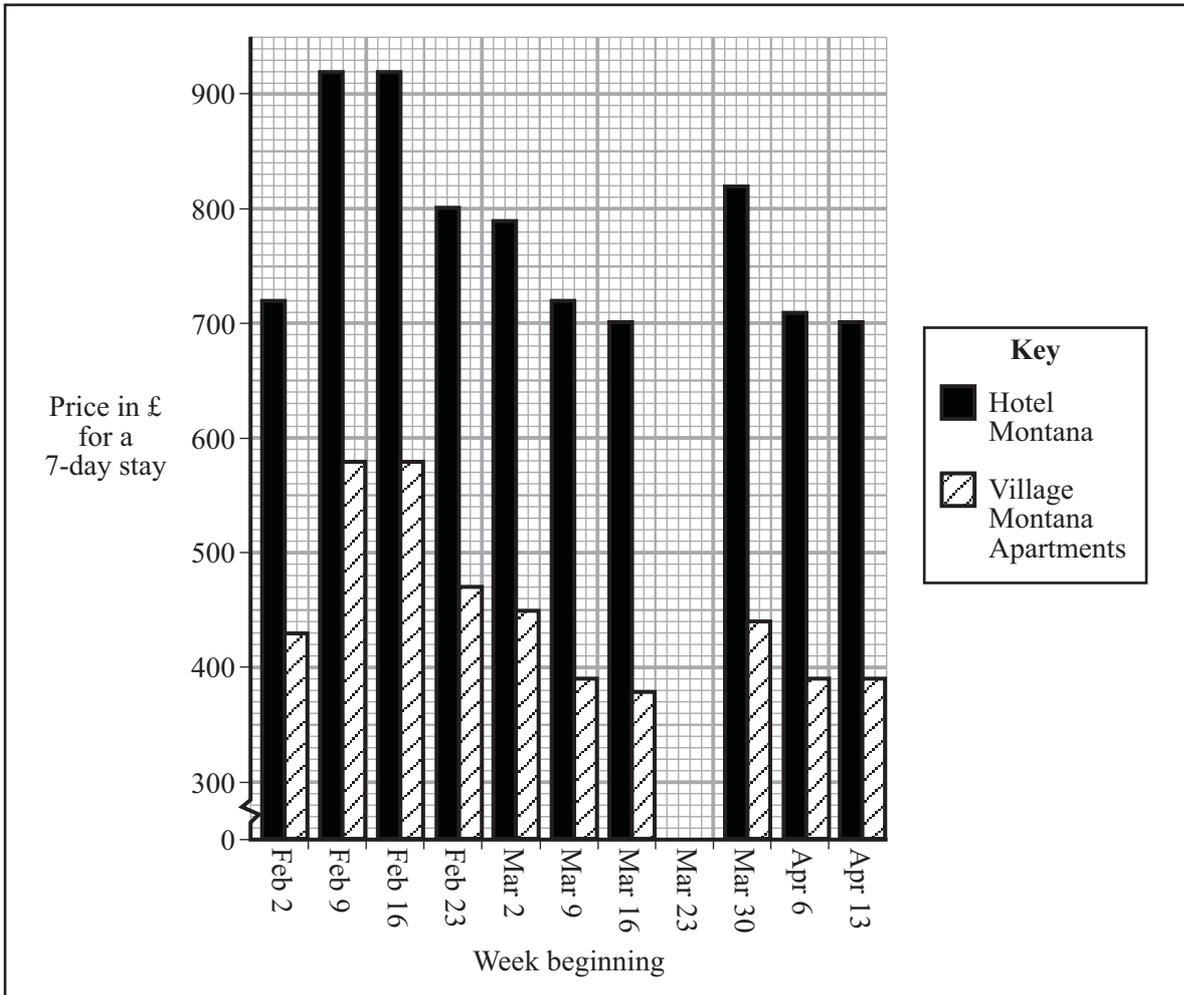
(4 marks)

QUESTION 1 CONTINUES ON THE NEXT PAGE

Turn over ►

(c) (i) The graph below shows how prices vary from week to week.

Complete the graph by adding the data for the week beginning March 23rd.



(3 marks)

(ii) Why do prices vary from week to week?

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(3 marks)

HAREWOOD HOUSE

2

Total for this question: 40 marks

- (a) (i) A family is planning to visit Harewood House. The parents have two children, a boy aged ten and a girl aged eight.

Why might they consider that Harewood is a good place for a family outing with something for all ages?

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(2 marks)

- (ii) Refer to the information on page 8 of the information booklet. How much would they have to pay to buy a family ticket?

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(1 mark)

- (iii) How much would they have to pay to buy four separate tickets? (Show your working).

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(2 marks)

- (iv) The family lives 10 miles to the south of Leeds.

Give **two** reasons why they are likely to find it easier to travel to Harewood by car rather than by public transport.

1.

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2.

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(2 marks)

- (iii) The Harewood estate encourages film and television companies to film in the house and grounds.

Explain how this can bring problems for the estate.

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(4 marks)

- (d) Harewood House and its estate offer many employment opportunities.

- (i) Explain how the different types of employment are suitable for people with a wide variety of skills and qualifications.

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(6 marks)

QUESTION 2 CONTINUES ON THE NEXT PAGE

Turn over ►

General Certificate of Secondary Education
June 2003



TRAVEL AND TOURISM

3591/1PM

FOUNDATION AND HIGHER TIERS

F&H

Case Study Materials for

**Paper 3591/1F - Foundation Tier
and
Paper 3591/1H - Higher Tier**

To be issued on 11 March prior to the examination.

DO NOT WRITE on this Case Study Material.

You **must** take this Case Study Material with you to the examination.

You are advised to study this material carefully to identify issues raised by it.

DO NOT ASK THE DESTINATIONS AND FACILITIES THEMSELVES FOR MORE INFORMATION.

Your teacher is encouraged to give assistance and advice as required.

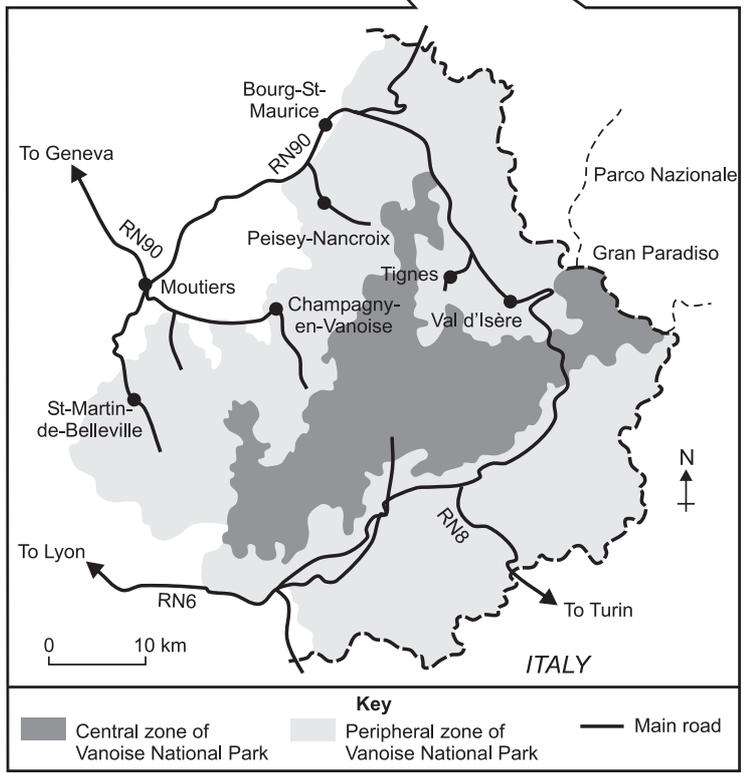
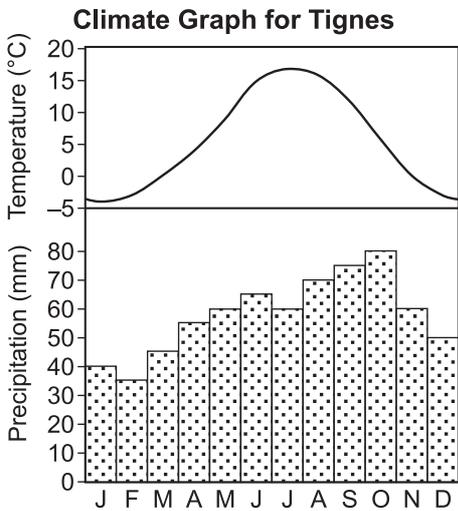
CASE STUDY MATERIAL (pages 2 - 6) for Question 1
Module 1 A Tourist Destination - VANOISE NATIONAL PARK

Location & access

Vanoise National Park - Location



Located in the Rhône-Alpes Region, in the Savoie, the Vanoise National Park has high mountains reaching up to 3000 m. You will also find a lot of glaciers and wide valleys opening onto accessible passes. Sheltered by mountains, the area benefits from rather sunny weather.



The National Park has two zones:

- The central zone is a highly protected zone. Its planning regulations are very strict. New building and the development of tourism are very strictly controlled, so that the scenery, vegetation, culture and wildlife can be conserved.
- The peripheral zone has some planning regulations, but some development is allowed. This fulfils one of the missions of the National Parks, which is maintaining and developing the local life, encouraging local employment and making sure that people are not forced to leave the region to find work elsewhere in France.

Vanoise National Park - *History*

The disappearance of the alpine ibex from the Vanoise mountain massif led to the creation of the Vanoise National Park. The ibex was still common in the 16th century, but it was soon wiped out in France once guns were used for hunting. Only around a hundred individuals remained in the Gran Paradiso mountains, in Italy, when hunting of this animal was banned in 1823.



Male ibex

The ibex was at last permanently protected by the Vanoise National Park, created on 6 July 1963 - the first French National Park. It has a common border with the Italian Gran Paradiso National Park. Twinned since 1972, together they cover 1250 km² and make up the largest protected site in Western Europe.

The Alpine ibex

100 000 years ago the ibex lived in all the rocky central-European regions and inspired stone age artists, who painted it in caves such as those of Lascaux.

Today the Vanoise National Park is home to the largest population of ibexes in France, about 1500 individuals. The ibex has become the emblem (logo) of the Vanoise National Park.

The size of the population allows the removal of some animals for reintroduction in other protected areas of the French Alps. It is rather easy to distinguish the male and the female by their size: the male is larger and can weigh more than 80 kg. The chest and neck muscles of the male ibex are specially developed to bear its massive horns.

In addition to the ibex, the Vanoise National Park is famous for its chamois goats and its varied bird life including several species of large hawks. Also famous, and far more appealing, are the area's marmots.



Marmot

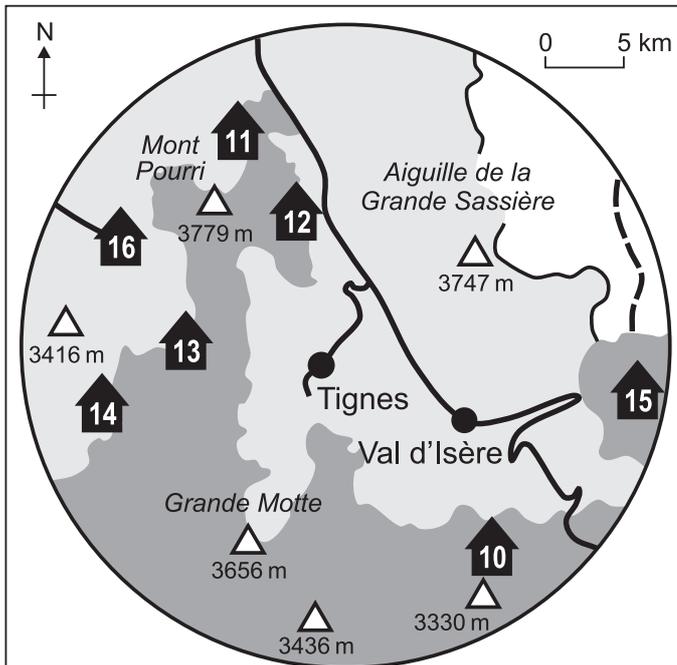
**NEW SKI LIFT WILL BE ANOTHER
SCAR ON OUR SCENERY**

**Cutting down trees
to clear pistes leads
to land slides and
avalanches**

MORE CARS = MORE POLLUTION + MORE JAMS

Refuges of the Vanoise National Park

Refuges



Key to Refuges:

10	Fond des Fours	2530 m
11	La Martin	2154 m
12	Col de Palet	2653 m
13	Plaisance	2160 m
14	Prariond	2324 m
15	Rosuel	1547 m
16	La Turia	2427 m

- Central zone
- Peripheral zone
- Main road

Refuges are simple huts close to the highest mountain areas. They provide basic overnight accommodation for climbers, walkers and skiers. They are inaccessible to motor transport. Most have wardens in residence during summer months only.



Vanoise National Park - *The Park Ranger's Advice*

Before you leave

Get information about the local weather:

+33 (0)8 92 68 02 73

Ask refuge-wardens about the mountain conditions.

Choose a suitable route for your physical and technical skills.

Tell your close relations about the planned route, day and hour of return.

Think of reserving your nights in the refuge.

During hikes

Walk slowly but surely.

Avoid snow overpasses, it's better to get your feet wet if the stream is not too large. Otherwise turn and go back.

Turn and go back if it looks like there will be a storm or in case of fog when orientation is difficult.

Equipment to be provided

Warm clothes (trousers, fleecy jacket, Gore-Tex windcheater, hat and gloves).

Walking boots.

First Aid kit.

Food (dried fruits, biscuits, cereals), water, energising drinks and hot drinks when it's cold.

Protection against the sun (sunglasses, sun lotion, cap, lipsalve).

Map and compass.

Binoculars to observe wildlife.

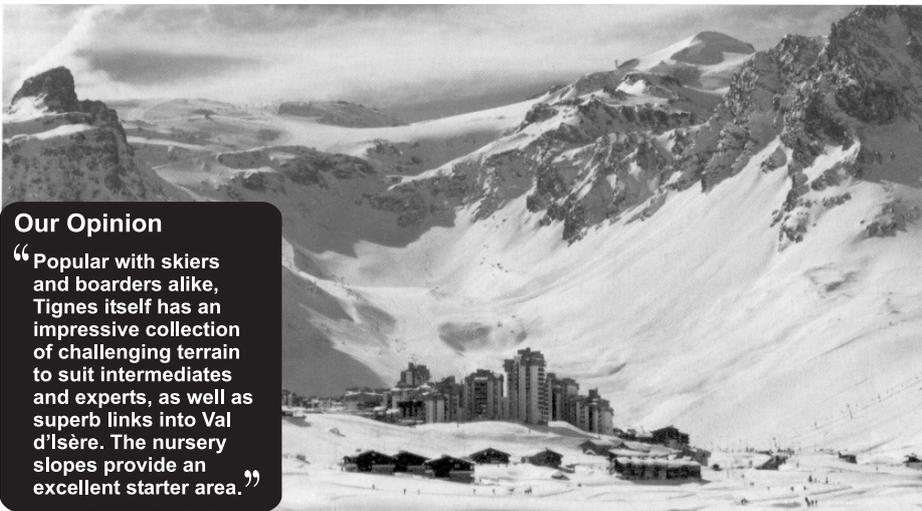
TIGNES 2100 m

FRANCE

Experts
★★★★

Intermediates
★★★★★

Beginners
★★★



Our Opinion

“Popular with skiers and boarders alike, Tignes itself has an impressive collection of challenging terrain to suit intermediates and experts, as well as superb links into Val d’Isère. The nursery slopes provide an excellent starter area.”

RESORT GUIDE

At an altitude of 2100 m, Tignes is a high, snow-sure resort with skiing 365 days a year on the Grande Motte Glacier. Tignes is one of the world’s greatest ski regions. For many advanced and intermediate skiers, the sheer variety of slopes here makes this a resort without parallel. With 300 km of pisted skiing, snowboarding and extensive off-piste opportunities, this is an awesome ski area. The scenery is spectacular, the choice of runs for everyone from beginner to powerhound is endless, and the whole area is served by an ultra-efficient lift and bus system.

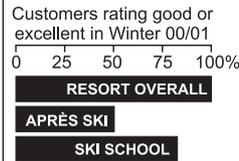
Après Ski

This is a resort with a number of popular bars and restaurants such as Harri’s Bar and T.C.’s Bar in Tignes.

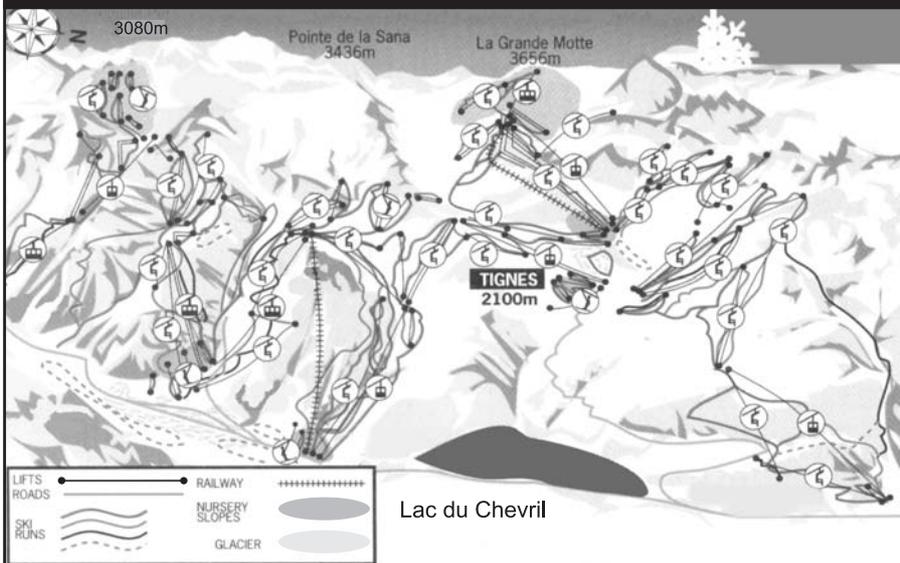
Activities

- Climbing wall
- Skating
- Indoor squash and tennis
- Horse riding

The Resort: Your Opinion



Tignes Ski Area



SKI FACTS

- Km of piste**
300
- Snowmaking**
25 hectares
- Longest run**
4.8 km
- Level of difficulty**
8% beginners
69% intermediate
23% advanced
- Off-piste**
excellent
- Cross-country**
30 km
- Mountain restaurants**
15
- Lift capacity**
200 000/hour
- Number of lifts**
4 cablecars, 4 gondolas,
48 chairlifts, 39 draglifts

World Snowboard Guide 2001

WSG rates Tignes as one of France’s best snowboard resorts. Tignes has a long association with snowboarding and it’s easy to see why. Throughout the year, snowboard teams and manufacturers host training camps and events here. Freeriders couldn’t ask for better than what’s on offer here. Freestylers should be well-satisfied with the natural terrain and the nearby fun park. Carvers can really show off on the Grande Motte and beginners will find the level of tuition excellent. 10 out of 10!

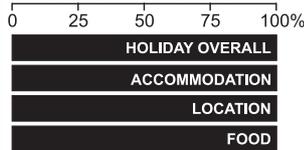


HOTEL MONTANA (Tignes)

This hotel has a great location at the foot of the slopes in Tignes. Built in traditional alpine style, this complex offers fantastic facilities and great service. You can ski virtually to the door, enjoy the luxury of the outdoor heated pool and relax in the various other leisure facilities.

Your Opinion

Customers rating good or excellent in Winter 00/01



LOCATION

- 400 m from resort centre
- 500 m from nearest lift and ski school meeting place

HOTEL FEATURES

- 2 restaurants
- Lounge/piano bar with live music
- Sun terrace
- Games room and childrens' playrooms
- FREE outdoor heated pool (with jet stream), sauna, steam room and whirlpool

HOTEL MEALS

- Extensive breakfast buffet with hot dishes
- 3 course evening meal in either restaurant (or lunch)

HOTEL ROOMS

For 2 people, on half board, sharing a twin room with bath, WC and balcony. Suites are also available (on request).

Official rating: ★★

Bedrooms: 78

Children at the Hotel Montana and the Village Montana Apartments: FREE use of the "mini-club", FREE cots, and early suppers are available in a separate dining room. Children under 14 must be accompanied in the fitness centre.



VILLAGE MONTANA APARTMENTS (Tignes)

Located in the same complex as the hotel, these apartments offer a high standard of accommodation and décor where you can ski virtually to and from your door. Guests staying in these apartments are welcome to use the hotel facilities at a small local charge.

Accommodation and Board Arrangements	Price per adult (pounds, £)	
	Hotel Montana HB	Village Montana Apts SC
Dec 15	550	300
22	830	440
29	880	520
Jan 5	630	330
12	610	340
19	640	370
26	660	410
Feb 2	720	430
9	920	580
16	920	580
23	800	470
Mar 2	790	450
9	720	390
16	700	380
23	830	450
30	820	440
Apr 6	710	390
13	700	390



Eurostar Direct - Friday overnight and Saturday daytime services

Avoid the airports, enjoy short check-in times and arrive effortlessly right in the heart of the French Alps. The direct Eurostar service departs from London Waterloo on Friday night/Saturday morning, arriving 9 hours later in the French Alps.

The beauty of these trains is the relaxed journey. With swifter check-in at Waterloo and Ashford and shorter transfers from Bourg St. Maurice or Moutiers, Eurostar helps you to start your ski holiday in the right frame of mind.

Outward Journey

FRIDAY OVERNIGHT SERVICE

Depart: London Waterloo (Fri) 19.57

Arrive: Moutiers (Sat) 05.52

Arrive: Bourg St Maurice (Sat) 06.45

SATURDAY DAY SERVICE

Depart: London Waterloo (Sat) 08.57

Arrive: Moutiers (Sat) 17.05

Arrive: Bourg St Maurice (Sat) 17.49

Resorts and Transfer Times

Bourg St Maurice to Val d'Isère 45 mins

Bourg St Maurice to Tignes 45 mins

Moutiers to St Martin de Belleville 30 mins

CASE STUDY MATERIAL (pages 7 - 12) for Question 2
Module 1 A Tourist Destination - HAREWOOD HOUSE

HAREWOOD HOUSE



An architectural masterpiece and the Yorkshire home of the Earl and Countess of Harewood, this is one of the north's most famous attractions for visitors.

2001's record attendance figures of 322 000 are expected to be exceeded in the current season. New attractions include a display of watercolours. Facilities in the famous Bird Garden have also been improved.

Harewood was designed by John Carr of York and built over a period of 13 years between 1759 and 1772. The spectacular Gallery is the setting for the renowned Harewood programme of chamber music. The rooms are hung with distinguished family portraits and landscapes, by many world famous artists.

A remarkable collection of fine porcelain is displayed throughout the house, as well as priceless pieces of Chippendale Furniture. The 1000 acre grounds and gardens were designed by 'Capability' Brown. They provide a home for thousands of wild birds that you can spot as you walk round.

As well as all the permanent attractions, there are additional highlights which provide something special for everyone. Steam rallies, craft festivals and country fairs are held at Harewood each year.

Bird Garden

A haven for exotic species, here you will come face to face with penguins, flamingos, owls, parrots, or even the rarest pigeon in the world. There are other extremely rare birds like Bali starlings which the Bird Garden has successfully bred as part of its conservation and breeding programme.

Education

The Education Department gives a full support service to teachers organising visits. It can provide work sheets and classroom facilities. There is also a Trust Fund which can help groups from schools in disadvantaged areas with their transport costs.

Film and Television

Production has taken place at Harewood since 1956. Recently, programmes such as *Heartbeat*, *A Touch of Frost* and *Emmerdale* have used a variety of locations throughout the Estate. Over the past few years *Emmerdale's* link with Harewood has been especially strong. One of the farmhouses on the Estate is used as the homes of the Dingles and the Glovers in the programme. The income from this location filming will help fund conservation work on the Estate for many years to come.

Other Activities

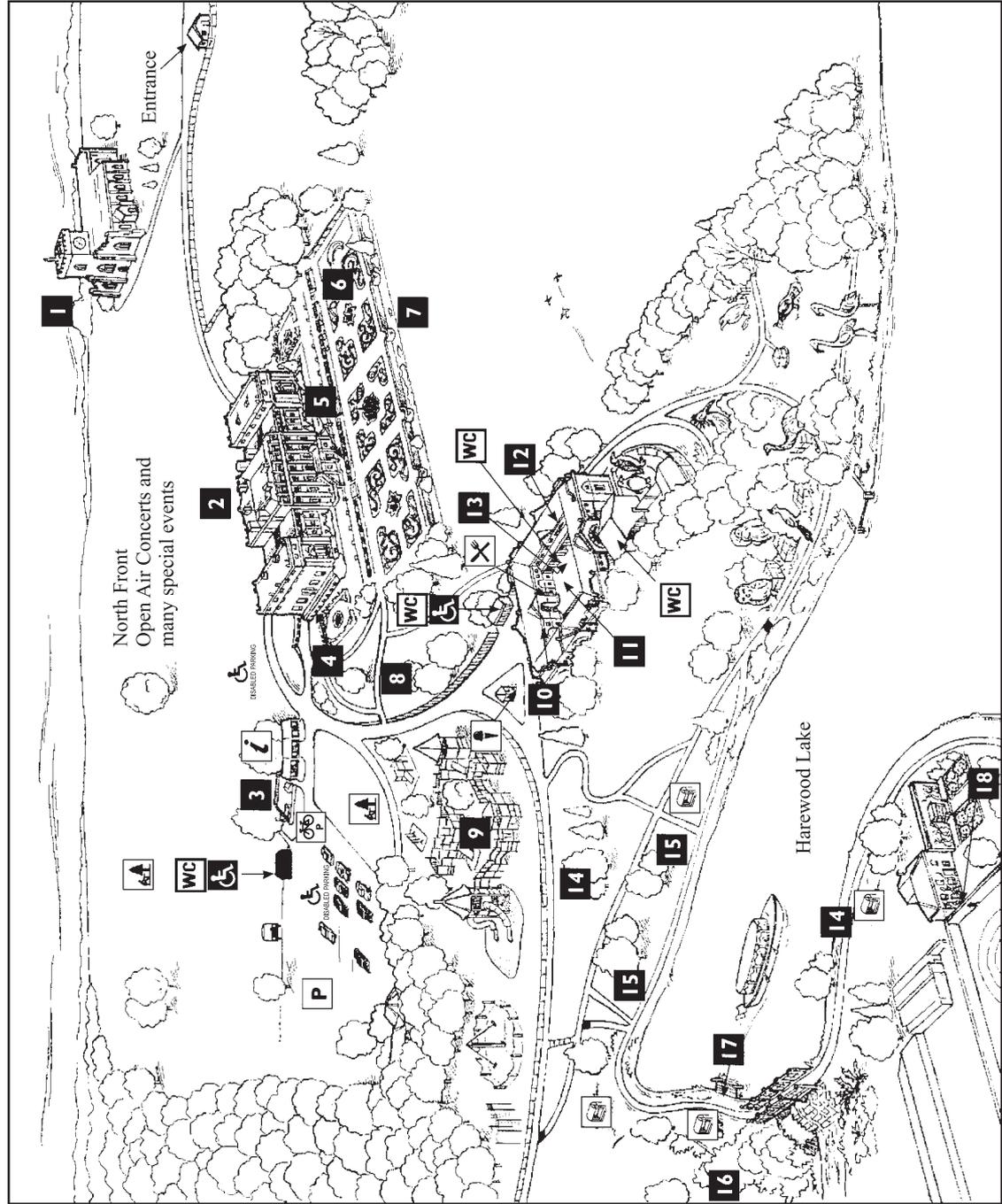
Harewood can provide a range of other services to the public and to business. It is a unique venue for a wide range of events, including:

- corporate hospitality
- conferences
- dinners and dinner dances
- wedding receptions and wedding ceremonies
- office leasing
- open air concerts (classical and pop)

The Function Suite can cater for up to 100 people. Larger conferences and events, catering for up to 2000 people, can be staged in marquees in the grounds.

HAREWOOD HOUSE TICKET PRICES AND DISCOUNTS				
	Adult	Senior Citizen	Child/Student Unwaged	Family*
Freedom Ticket All inclusive of House, Grounds, Bird Garden, Terrace Gallery	£8.00	£7.00	£5.00	£28.00
Bird Garden and Grounds Includes Bird Garden, Grounds, Terrace Gallery and Courtyard Gallery	£6.25	£5.25	£3.50	£19.00
Group Rate (Minimum 15)	£6.25	£5.75	£2.25	
*Family = 2 adults and up to 3 children or 1 adult and up to 4 children.				

Guide to Harewood



- P** Car Park
- CP** Coach Park
- B** Bicycle Racks
- DP** Disabled Parking
- WC** Toilets
- BB** Disabled and baby changing facilities
- I** Information Centre
- PA** Picnic Areas
- IK** Ice Cream Kiosk
- SS** Seats/Shelters
- 1** All Saints Church
- 2** Main Entrance to Harewood House
- 3** Plant Centre and Gift Shop
- 4** Old Kitchen
- 5** Art Exhibitions
- 6** Terrace Gardens
- 7** Archery Border
- 8** Garden Trail
- 9** Adventure Playground

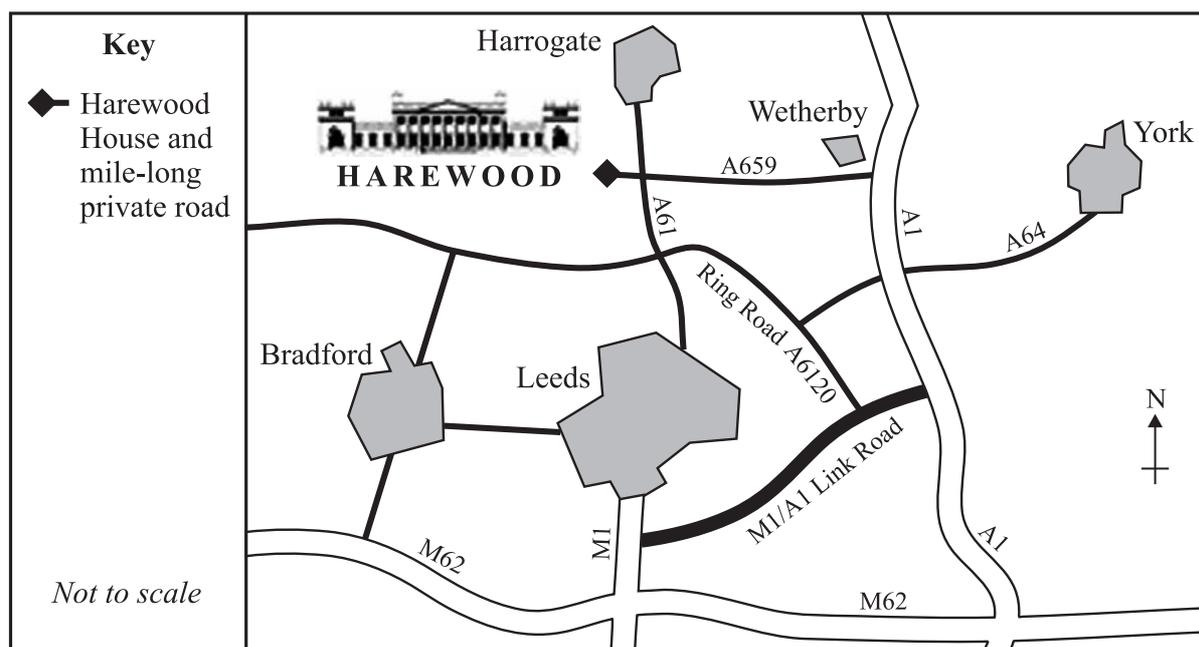
The Courtyard includes:

- C** Café
- 10** Gift Shop
- 11** Courtyard Gallery
- 12** Courtyard Function Room
- 13** Bird Garden Entrance
- 14** Woodland Garden
- 15** Lakeside Walk Family fun trail
- 16** The Rock Garden, Cascade and Stepping Stones
- 17** Boat Jetty
- 18** Walled Garden

GETTING THERE

Harewood is easy to reach by car or bus:

- 7 miles from Leeds and Harrogate on the A61
- 5 miles from Wetherby and the A1
- 22 miles from York
- 4 miles from Leeds/Bradford airport
- 8 miles from the M1



Harewood House near Leeds attracts around 300 000 visitors a year but 80-90 per cent of visitors arrive by car. A travel plan, developed with support from Transport 2000 and aimed at improving public transport links and marketing to non-car users, started in summer 2000.

Harewood House lies a few miles north of Leeds. The Leeds and Harrogate bus provides a 20 minute service to the main gate. Additional connections are possible by using rail to Leeds or Harrogate and there is also a rural bus service operating from Thursday to Sunday. The house is also accessible using footpaths and bridleways.

Transport Problems

However, these access routes were not well known or well used. The connection between rail and bus in Leeds is difficult, involving a badly signposted 10 minute walk along busy streets from railway station to bus station. Meanwhile the bus stop at the main entrance of Harewood is at the start of a mile-long driveway leading up to the House. Nationally some 28 per cent of households do not have access to a car and would have to rely on other modes of transport for visits.

Harewood House wanted to reduce the impact of transport and also improve access. In a visitor survey, almost half of those questioned indicated they would be prepared to change to an alternative means of travelling to the attraction. The factor most often mentioned that would encourage use of public transport was the need for a more direct route. The need for better interchanges, more information and lower cost were also mentioned.

A New Transport Strategy



The first steps in the travel plan were introduced by summer 2000:

- A free shuttle service from the main gate along the mile-long driveway to the house.
- A themed bus ticket providing a significant discount on the entry fee.
- A number of bus-related promotions, including launch of new low-floor vehicles on the route serving Harewood.

The next stage of the travel plan aims to reduce significantly the number of car journeys to the House without cutting visitor numbers. The planned improvements being explored are:

- (a) Promotions emphasising ease of access using the bus and free shuttle.
- (b) Better advertising of public transport to special events.
- (c) Discounts for family and group travel to the House.
- (d) Improved public transport access by re-routing the existing bus in Leeds and launching new direct bus routes from nearby towns such as Bradford and York.
- (e) Improvement of the cycle route connecting the Leeds urban area with the rural network around Harewood.
- (f) Upgrade of the shuttle from the main gate to cope with demand at peak times.
- (g) Full directions for non-car access on the website.

Tourism is an important element of the local economy. In 2000, visitors spent £210 million in the area. Of this it is estimated that £140 million came from business tourism and £70 million from holiday visitors.

Some 344 000 business visitors attended conferences, exhibitions and trade fairs in Harrogate.

The top ten holiday attractions in North Yorkshire, in 2000, were:

Attraction	No. of visitors
Lightwater Valley (Theme Park)	311 000
Harewood House	294 000*
Fountains Abbey (historic ruin in beautiful countryside)	280 000
North Yorkshire Moors Railway	272 000
Castle Howard (country house)	194 000
Old Mother Shipton's Cave	141 000
Newby Hall (country house)	117 000
Stump Cross Caverns	115 000
Black Sheep Brewery Centre (industrial archaeology)	110 000
Embsay Steam Railway	106 000

* In 2001 322 000 people visited Harewood House. In October 2002 it was announced that Harewood was Yorkshire's "Tourist Attraction of the Year" and would be competing in the English Tourist Board's final for "National Attraction of the Year".

Some of the Team at Harewood House

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Parc Nationale de la Vanoise, www.vanoise.com

Thomson Ski and Snowboarding

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Travellers World website, www.dave-ford.co.uk