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General Certificate of Secondary Education
June 2003



**TRAVEL AND TOURISM
HIGHER TIER
Paper 2**

3591/2H

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Tuesday 24 June 2003 Morning Session

No additional materials are required.

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.

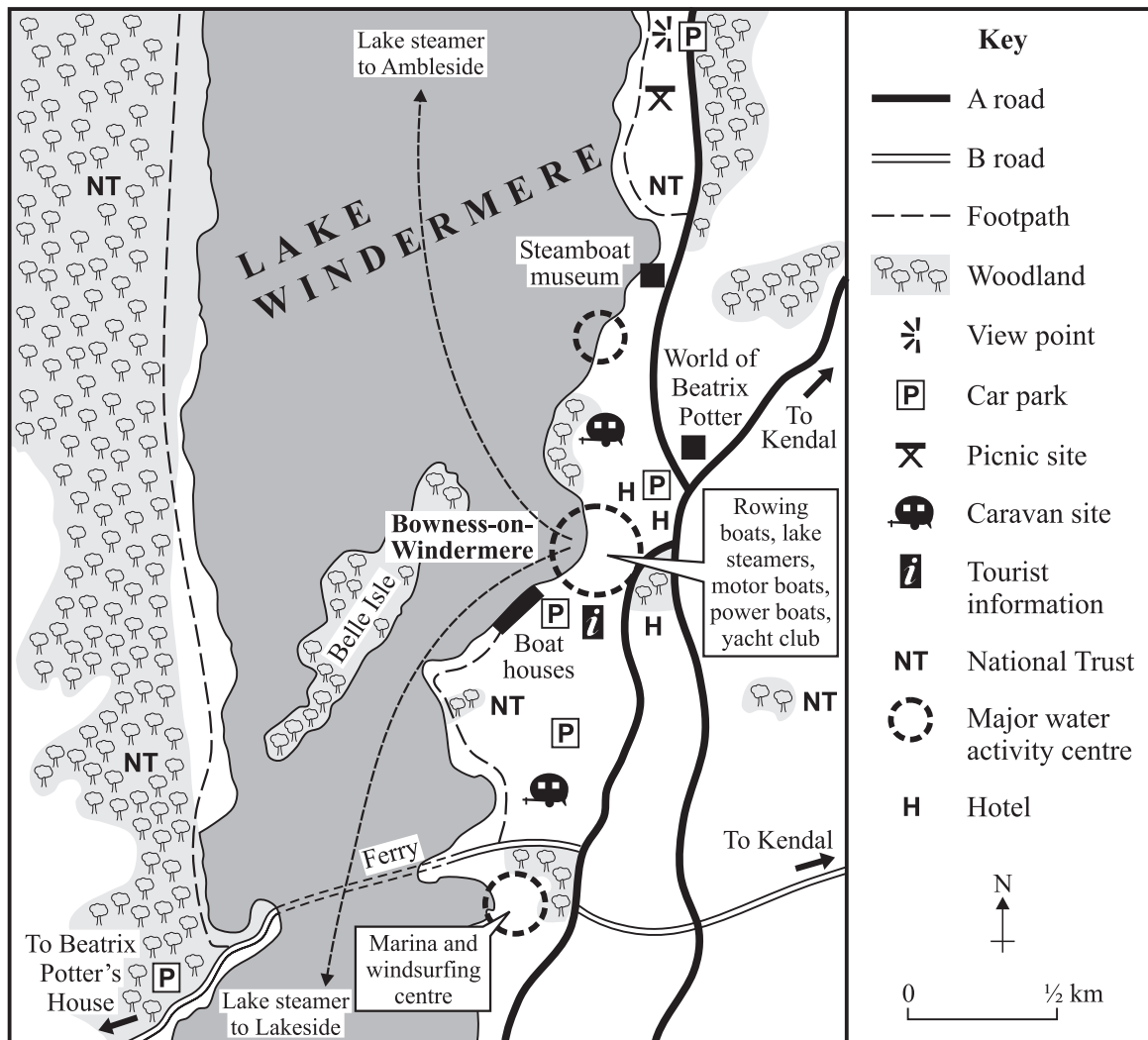


Figure 1

- (a) (i) Name **one** paying visitor attraction shown on the map.

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(1 mark)

(ii) Suggest **two** outdoor activities that the landscape might encourage in the area shown on the map.

1

2

(2 marks)

(b) The growth of tourism can threaten environments.

Outline the environmental threats caused by tourism.

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(4 marks)

(c) Explain how **one** environmental threat could be reduced.

Name of threat:

Explanation:

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(4 marks)

QUESTION 1 CONTINUES ON THE NEXT PAGE

Turn over ►

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 **one** way that heritage and environmental projects can be supported.

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(1 mark)

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

1

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(2 marks)

QUESTION 2 CONTINUES ON THE NEXT PAGE

Turn over ►

(b) Outline the benefits of protecting animal habitats or fragile environments in tourism areas.

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(4 marks)

(c) How can international tourism help tourists to understand different cultures?

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(4 marks)

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.

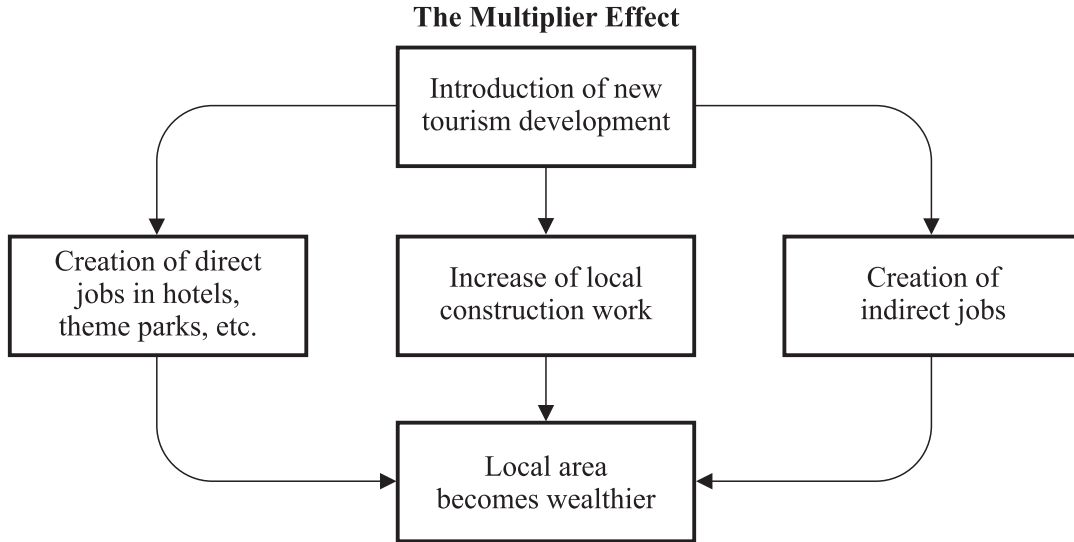


Figure 3

(a) (i) Give **one** direct job created by the introduction of tourism.

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(1 mark)

(ii) Explain what is meant by the 'multiplier effect'.

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(2 marks)

(b) Outline how the development of tourism can lead to improved services for local people.

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(4 marks)

(c) Explain how the development of tourism can bring improvements to the built environment.

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(4 marks)

QUESTION 3 CONTINUES ON THE NEXT PAGE

Turn over ►

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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Tel: 0161 953 1170

- (a) (i) Give **one** reason why a person might contact the travellers' helpdesk.

.....

 (1 mark)

- (ii) Suggest **two** skills required by the helpdesk co-ordinator.

1
 2
 (2 marks)

QUESTION 4 CONTINUES ON THE NEXT PAGE

Turn over ►

- (b) (i) When Sandra applied for her job she was given a job description.

What types of information should job descriptions in the Travel and Tourism industry contain?

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(4 marks)

- (ii) Explain why it is important that employees are given a job description.

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(4 marks)

(c) The use of ICT in the travel and tourism industry is increasing.

Name a travel and tourism organisation you have studied.

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Why is ICT important in your chosen organisation?

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(9 marks)

20

TURN OVER FOR THE NEXT QUESTION

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.

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

(a) (i) Why are new staff given the opportunity to spend a day at a CenterParcs resort as a guest?

..... (1 mark)

(ii) Suggest **two** reasons why new staff are asked to take part in an induction programme.

1

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..... (2 marks)

(b) In most companies staff have an annual interview with their supervisor.

Why is feedback from staff an important process for tourism organisations?

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(4 marks)

(c) Working conditions vary widely within the travel and tourism industry.

Why is it important for employees to know the working conditions when applying for a job?

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(4 marks)

QUESTION 5 CONTINUES ON THE NEXT PAGE

Turn over ►

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) Name **one** market to which easyJet is hoping to appeal.

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(1 mark)

(ii) Suggest **two** reasons why companies set out a mission statement.

1

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2

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(2 marks)

(b) What are the main on-board service roles associated with the air travel industry?

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(4 marks)

QUESTION 6 CONTINUES ON THE NEXT PAGE

Turn over ►

(c) Travel companies need to know their customers' opinions.

Why is it important to get customer feedback?

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(4 marks)

(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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(9 marks)

END OF QUESTIONS

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Question 1: Key Geography, Nelson Thornes (Publishers)

Question 6: easyjet.com (adapted)