

Surname		Other Names	
Centre Number		Candidate Number	
Candidate Signature			

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General Certificate of Secondary Education  
June 2004



**TRAVEL AND TOURISM  
FOUNDATION TIER  
Paper 1**

**3591/1F**

**F**

Thursday 24 June 2004 1.30 pm to 3.00 pm

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

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

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 **all** questions.
- 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 purpose;
  - 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.

Answer **all** questions.

**Module 1 – Tourism Destinations**

**BLACKPOOL**

**1**

**Total for this question: 40 marks**

- (a) (i) What is the temperature for Blackpool in July?

.....  
*(1 mark)*

- (ii) Sea bathing is not popular in Blackpool. Suggest **two** ways in which the climate helps to explain this.

1.....  
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2.....  
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*(4 marks)*

- (b) (i) When Blackpool started as a seaside resort, which group of people was the first to be attracted to it?

.....  
*(1 mark)*

- (ii) Why was the building of the railway important in helping Blackpool to develop as a resort?

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*(2 marks)*

(iii) Suggest why a lot of railway land was used to build car parks after 1964.

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*(3 marks)*

(c) The Illuminations were introduced in 1912, which helped to extend the holiday season by eight weeks.

Why is it important for resorts such as Blackpool to “extend the season”?

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*(3 marks)*

**QUESTION 1 CONTINUES ON THE NEXT PAGE**

**Turn over** ►

- (d) The Case Study Material describes two ways in which Blackpool extends the holiday season – the Illuminations and conferences.

Refer to Blackpool or to any other resort that you have studied.

Describe **one** other way of attracting visitors out of the main summer holiday season. Explain why this is successful.

Resort.....

Description .....

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Explanation.....

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(6 marks)

- (e) How many people visited Blackpool in 2000 and stayed in
- (i) self-catering accommodation? .....
  - (ii) small hotels?.....
  - (iii) all accommodation, including staying with friends and relatives?.....  
*(3 marks)*

- (f) (i) What percentage of Blackpool’s visitors, in 2000, were from social classes A and B?  
.....  
*(1 mark)*

- (ii) Some planners in Blackpool would like to increase the number of visitors from social classes A and B. Suggest why.  
.....  
.....  
.....  
.....  
*(2 marks)*

**QUESTION 1 CONTINUES ON THE NEXT PAGE**

**Turn over** ►

(g) Three companies are planning to hold conferences in Blackpool. They have received information packs from four venues.

The companies

- Acme Finance
- **Pinnacle Adventure**
- World Wide Leisure

The venues

- The Winter Gardens
- The Imperial Hotel
- **The Norbreck Castle Hotel**
- Herons' Reach

Choose **two** of the companies. Decide which venue would be best for each company's conference.

Explain your choices.

Company.....

Venue chosen.....

Reasons.....

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(4 marks)

Company.....

Venue chosen.....

Reasons.....

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(4 marks)

(h) Blackpool claims to appeal to holidaymakers of all ages, from children to the elderly.

Write a paragraph, to go in a brochure, to support this claim.

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(6 marks)

Turn over ►

**PETRA**

**2**

**Total for this question: 40 marks**

- (a) (i) Suggest **two** reasons for the decision to move the cave dwellers out of the Petra World Heritage Site.

1.....

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2.....

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*(2 marks)*

- (ii) Give **two** ways in which local people can make a living from tourism inside the Petra World Heritage Site.

1.....

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2.....

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*(2 marks)*

- (b) (i) The number of visitors to Petra has fallen since 1996. Outline **one** reason for this fall.

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*(2 marks)*



(ii) How has the fall in the number of tourists affected the people who live and work in the area?

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(3 marks)

(c) The Princess Alia Clinic looks after horses and donkeys that work in Petra. Suggest how the Clinic makes life better for

(i) the tourists. ....

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(ii) the owners of the horses. ....

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(4 marks)

(d) A friend is considering a visit to Petra. He has asked you for some advice.

(i) What is the cheapest way to travel from Amman to Wadi Mousa?

.....

How much would a one-way trip cost?

.....

(2 marks)

**QUESTION 2 CONTINUES ON THE NEXT PAGE**

**Turn over** ►

(ii) He has asked you what Petra is like. Using evidence from the photographs, describe some of the tourist sites, and say what makes Petra so attractive to tourists.

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*(4 marks)*

(iii) Your friend had hoped to camp amongst the ruins. Explain why camping was banned.

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*(3 marks)*

(iv) He asks for your advice on finding cheap accommodation in the area.

Recommend a type of cheap accommodation that he should look for.

.....  
(1 mark)

Give him **two** pieces of advice about booking cheap accommodation in the area.

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(4 marks)

(e) At present, most tourists follow the main path from the Visitor Centre down the Siq, past the Treasury, then down towards the restaurant. They usually take a whole day to complete this tour. The authorities are trying to attract them to visit other parts of Petra as well, by signposting other paths and the stepped paths.

How might this policy

(i) improve conditions for the tourists? .....  
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(3 marks)

**QUESTION 2 CONTINUES ON THE NEXT PAGE**

(ii) help to protect the environment around the most popular sites?.....

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(3 marks)

(iii) help to increase the income of Wadi Mousa’s hotel owners and other business people?

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(3 marks)

(f) The recent fall in tourist numbers has led to a fall in income. How might this affect

- the environment?
- the people of the area?

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(4 marks)

**END OF QUESTIONS**