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General Certificate of Secondary Education  
June 2004



**TRAVEL AND TOURISM  
FOUNDATION TIER  
Paper 2**

**3591/2F**

**F**

Tuesday 29 June 2004 9.00 am to 10.30 am

<b>No additional materials are required.</b>
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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 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.

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**

Answer **two** questions from this Section.

**Module 2 – The Relationships between Society, Environment and Tourism**

**1** Study **Figure 1** and answer all parts of question 1.

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**Figure 1**

(a) (i) How many visitors a year does the Great Smoky Mountains National Park attract?

.....  
(1 mark)

(ii) Why might it be surprising that the Park is crowded in October?

.....  
.....  
(1 mark)

(iii) Suggest **two** reasons why there are stalls selling Indian souvenirs to visitors.

1.....  
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2.....  
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(2 marks)

(b) In the last 30 years there has been a growth in holidays exploring different cultures and traditions in many parts of the world.

Suggest **three** different examples of the way in which culture might attract visitors.

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(6 marks)

**QUESTION 1 CONTINUES ON THE NEXT PAGE**

**Turn over** ►

(c) The building of tourist developments can often spoil the look of sensitive environments.

What can be done to make sure that new buildings fit in with the area?

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(4 marks)

(d) Explain how the development of tourism might damage local culture and traditions.

Refer to examples that you have studied.

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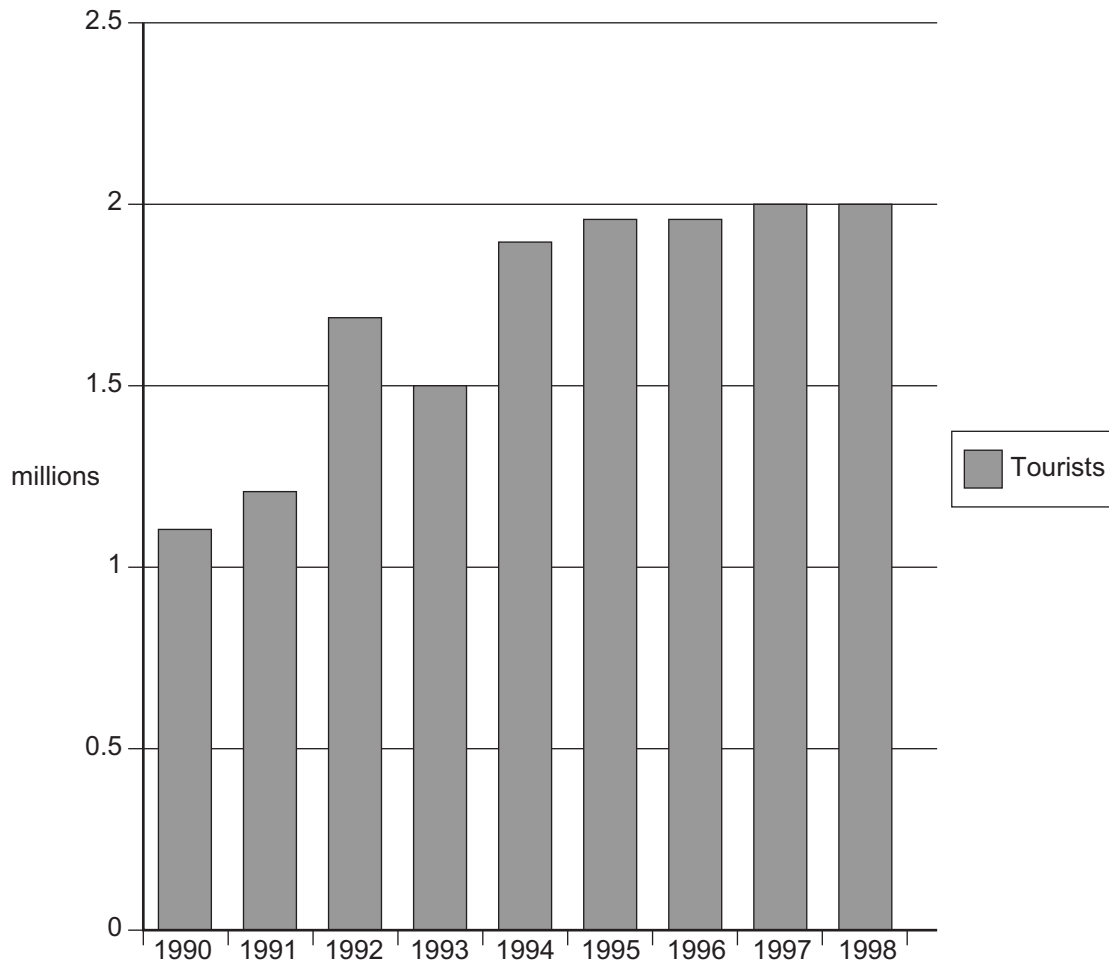
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(6 marks)

2 Study **Figure 2** and answer all parts of question 2.

### International tourists to Brazil

Increasing numbers of people are visiting the tropical country of Brazil, with the southern coastal city of Rio de Janeiro becoming a particularly popular destination. Brazil is a developing country which is trying to attract more visitors from the United States and Europe.



**Figure 2**

- (a) (i) How many international visitors did the tourist industry attract to Brazil in 1993?

.....  
(1 mark)

- (ii) By how many did the number of tourists increase between 1993 and 1998?

.....  
(1 mark)

**QUESTION 2 CONTINUES ON THE NEXT PAGE**

**Turn over** ►

(iii) Suggest **two** possible impacts of the drop in the number of visitors in 1993.

- 1.....  
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- 2.....  
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(2 marks)

(b) Increasing numbers of people from Europe and the USA are visiting developing countries such as Brazil.

Suggest **three** advantages that this might bring to developing countries.

- 1.....  
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- 2.....  
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(6 marks)

(c) Explain why employment in the tourism industry is often seasonal.

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*(4 marks)*

(d) Some countries can become over-dependent on tourism.

Explain the dangers of a country's economy being over-dependent on tourism.

Refer to examples that you have studied.

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*(6 marks)*

**Turn over** ►

3 Study **Figure 3** and answer all parts of question 3.

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**Figure 3**

(a) (i) How much money does tourism bring to the island of Koh Phi Phi each day?

.....  
(1 mark)

(ii) Why might people be attracted to this area?

.....  
.....  
(1 mark)

(iii) Suggest **two** ways that the Tourist Authority could manage the tourist pressures in Koh Phi Phi.

1.....  
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2.....  
.....  
(2 marks)



(b) Increasing numbers of people are visiting unspoilt areas in many parts of the world.

Suggest **three** different ways that this might damage these areas.

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(6 marks)

(c) Why might local people be unhappy as tourism develops in an area?

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(4 marks)

**QUESTION 3 CONTINUES ON THE NEXT PAGE**

**Turn over** ►



**NO QUESTIONS APPEAR ON THIS PAGE**

**TURN OVER FOR THE NEXT QUESTION**

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**SECTION B**

Answer **two** questions from this Section.

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**Module 3 – Employment and Organisation**

- 4 Study **Figure 4** and answer all parts of question 4.

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**Figure 4**

(a) (i) How many calls were dealt with in 2001?

.....  
(1 mark)

(ii) What is meant by “seasonal staff”?

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.....  
(1 mark)

(iii) Outline the difficulties of providing a catering service on a short journey ferry service.

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(4 marks)

(b) Complete the table below by putting the correct term in the space provided.

MISSION STATEMENT                      LINKAGE                      APPRAISAL

Assessing how well someone is doing at work	
The aims and objectives of a business	

(2 marks)

**QUESTION 4 CONTINUES ON THE NEXT PAGE**

**Turn over** ►





5 Study **Figure 5** and answer all parts of question 5.

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**Figure 5**

- (a) (i) How long does Butlins estimate that customers will need to fill in the survey?

.....  
(1 mark)

- (ii) What might encourage people to complete the survey?

.....  
.....  
(1 mark)



(iii) What other questions might be appropriate for guests staying **overnight** at a Butlins resort?

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*(4 marks)*

(b) Explain how the results from customer surveys might be used to improve facilities in a holiday resort.

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*(6 marks)*

**QUESTION 5 CONTINUES ON THE NEXT PAGE**

**Turn over** ►

(c) Complete the table below by putting the correct term in the space provided.

TRANSFERABLE SKILL      JOB INDUCTION      MARKETING

Selling a product to the public	
Introductory training	

(2 marks)

(d) (i) Suggest **two** uses of ICT in the travel and tourism industry.

- 1.....
- .....
- 2.....
- .....

(2 marks)

(ii) Explain the importance of **one** of your chosen uses of ICT.

Chosen use .....

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(4 marks)

**NO QUESTIONS APPEAR ON THIS PAGE**

**TURN OVER FOR THE NEXT QUESTION**

**Turn over ►**

6 Study **Figure 6** and answer all parts of question 6.

Advertisement showing details of working at Waterloo Station was reproduced here.

**Figure 6**

(a) (i) Which is the busiest shift for the Duty Station Manager?

.....  
(1 mark)

(ii) Why is safety an important issue for the Duty Station Manager?

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.....  
(1 mark)

(iii) Outline the reasons why the Duty Station Manager needs to have good communication skills.

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(4 marks)

(b) Complete the table below by putting the correct term in the space provided.

POLICY STATEMENT      CUSTOMER FEEDBACK      JOB DESCRIPTION

A document setting out employee tasks	
Getting information from clients	

(2 marks)

**QUESTION 6 CONTINUES ON THE NEXT PAGE**

**Turn over** ►

(c) (i) Name **two** items of information that might be found in a document stating working conditions.

1.....

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2.....

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*(2 marks)*

(ii) Explain the importance of **one** of your chosen items of information.

Chosen item.....

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*(4 marks)*

(d) Explain why job descriptions are important for both managers and employees.

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(6 marks)

**END OF QUESTIONS**

20

**THERE ARE NO QUESTIONS PRINTED ON THIS PAGE**

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Question 4 Figure 4: Red Funnel Group Ltd

Question 5 Figure 5: Butlins

Question 6 Figure 6: Network Rail

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