

Surname		Other Names	
Centre Number		Candidate Number	
Candidate Signature			

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General Certificate of Secondary Education
June 2004



**TRAVEL AND TOURISM
HIGHER TIER
Paper 1**

3591/1H

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Thursday 24 June 2004 1.30 pm to 3.00 pm

<p>In addition to this paper you will require: a clean copy of the Case Study Material. You may use a calculator.</p>
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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) Blackpool’s development has always depended on good transport links with the rest of the country.

How did the development of transport help Blackpool’s growth in the nineteenth century?

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(2 marks)

- (ii) Blackpool’s transport links to the rest of the country have changed since the 1950s.

Explain how these changes allowed the resort to go on developing.

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(4 marks)

- (b) (i) Describe the key features of Blackpool’s climate from the point of view of the holiday industry.

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(3 marks)

- (ii) Suggest how Blackpool’s climate makes it difficult for the resort to compete for visitors against resorts in the Mediterranean region.

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(3 marks)

QUESTION 1 CONTINUES ON THE NEXT PAGE

Turn over ►

(c) Acme Finance, Pinnacle Adventure and World Wide Leisure are planning to hold conferences in Blackpool. They have received information packs from four venues.

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

Decide which venue would be best for each company conference.

Explain your choices.

Acme Finance – Venue chosen

Reasons.....

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(4 marks)

Pinnacle Adventure – Venue chosen.....

Reasons.....

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(4 marks)

World Wide Leisure – Venue chosen

Reasons.....

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(4 marks)

- (d) (i) 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 ►

- (ii) The Case Study Material describes two strategies that Blackpool uses to extend the holiday season – the Illuminations and conferences.

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

Describe and explain **two** other strategies that are used to attract visitors out of the main summer holiday season.

Name of Resort

Strategy 1

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Strategy 2

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(6 marks)

- (e) (i) What percentage of Blackpool's visitors, in 2000, came from the group which includes professional and managerial workers?

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(1 mark)

- (ii) Planners in Blackpool have considered trying to increase the proportion of visitors from social classes A and B. Some owners of hotels and visitor attractions agree that this would be good for the resort. Others are opposed.

Suggest reasons for both of these points of view.

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(6 marks)



TURN OVER FOR THE NEXT QUESTION

Turn over ►

PETRA

2

Total for this question: 40 marks

(a) Study the graph showing changes in the number of visitors to Petra.

(i) What was the change in visitor numbers between 2000 and 2001?

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(1 mark)

(ii) Explain why the number of tourists has fallen since 2000.

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(4 marks)

(iii) How has the fall in tourist numbers affected the people who live and work in the area?

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(4 marks)

(b) 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)

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

(i) She asks for advice on cheap travel from Amman to Wadi Mousa.

Suggest the cheapest way to travel.

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Explain the disadvantages of this way of travelling.

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(4 marks)

QUESTION 2 CONTINUES ON THE NEXT PAGE

Turn over ►

(ii) She also asks about cheap accommodation in the area around Petra.

What advice would you give her?

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(4 marks)

(iii) Describe what your friend would see if she walked from the Visitor Centre, in Wadi Mousa, along the Siq to the Treasury.

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(4 marks)

(iv) She is going with a friend who has difficulty walking, but who longs to visit sites such as the Treasury.

What help could she get to travel along the Siq to the Treasury?

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(1 mark)

- (d) At present, most tourists follow the main path down through Petra. The PRC is trying to attract tourists to visit other parts of the city as well, by signposting other paths and the stepped paths.

How might this policy

- (i) improve conditions for the tourists?

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(4 marks)

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

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(4 marks)

QUESTION 2 CONTINUES ON THE NEXT PAGE

Turn over ►

(e) Explain why the recent fall in tourist numbers might lead to

- a long-term effect on the environment.
- an effect on the local people.

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(6 marks)

END OF QUESTIONS

