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General Certificate of Secondary Education  
June 2004



**TRAVEL AND TOURISM  
HIGHER TIER  
Paper 2**

**3591/2H**

**H**

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

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**SECTION A**

Answer **two** questions from this Section.

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**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) Suggest **three** ways in which tourism might put pressure on the environment in this area.

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*(3 marks)*

(b) Explain why the area described in **Figure 1** might attract an increasing number of people.

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*(4 marks)*

(c) The tourism industry creates a large number of part-time jobs.

Outline the advantages and disadvantages of this.

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*(4 marks)*

**QUESTION 1 CONTINUES ON THE NEXT PAGE**

**Turn over** ►

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

Refer to examples that you have studied.

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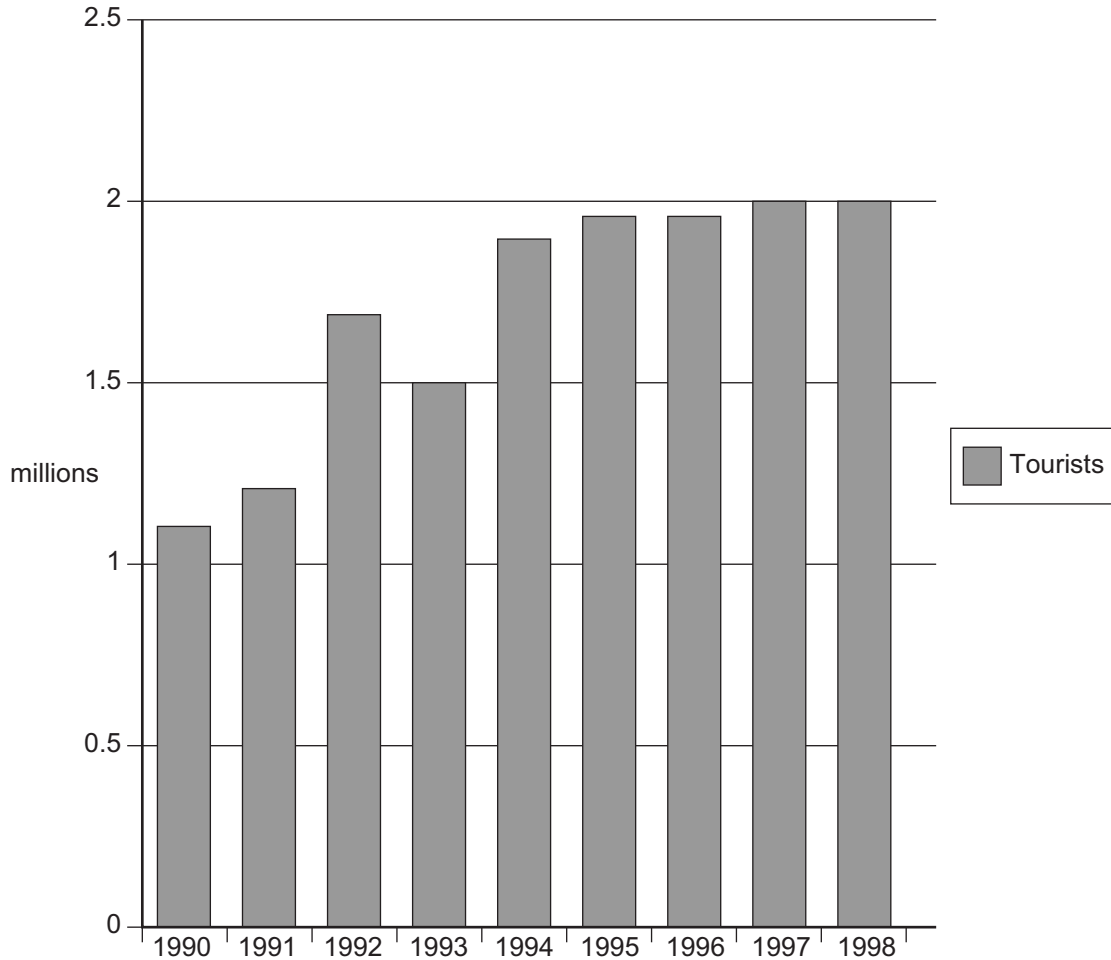
(9 marks)

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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) Suggest **three** reasons why people from the United States and Europe might be attracted to places such as Brazil.

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(3 marks)

**QUESTION 2 CONTINUES ON THE NEXT PAGE**

**Turn over** ▶

(b) Explain why the Brazilian government might like to see an increase in the number of visitors.

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*(4 marks)*

(c) Outline how the development of transport networks can be both an advantage and a disadvantage to an area.

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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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**TURN OVER FOR THE NEXT QUESTION**

**Turn over ►**

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

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**Figure 3**

(a) Suggest **three** ways in which the infrastructure could be developed in order to reduce environmental pressures.

- 1 .....
- .....
- 2 .....
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- 3 .....
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*(3 marks)*



(b) Outline how the article shows both the advantages and disadvantages of tourism.

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*(4 marks)*

(c) Explain how the development of tourism can create conflicts between different groups.

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*(4 marks)*

**QUESTION 3 CONTINUES ON THE NEXT PAGE**

**Turn over** ►

- (d) Explain how restricting the number of visitors to some places can be both an advantage and a disadvantage.

Refer to examples that you have studied.

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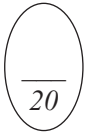
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(9 marks)



**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) Suggest **three** reasons why previous customer service experience might be useful when applying for these jobs.

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(3 marks)

(b) Explain why “enthusiasm and flexibility” are important in the travel and tourism industry.

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(4 marks)

(c) What are the main characteristics of a mission statement?

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(4 marks)

**QUESTION 4 CONTINUES ON THE NEXT PAGE**

**Turn over** ►

(d) Staff are a valuable resource in the travel and tourism industry.

Explain why it is important to identify and encourage people who are capable of making progress in any travel and tourism company.

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*(9 marks)*

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

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**Figure 5**

(a) Suggest **three** important characteristics of a good customer survey.

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*(3 marks)*

**QUESTION 5 CONTINUES ON THE NEXT PAGE**

**Turn over** ►

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

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(9 marks)



(c) Outline the main skills required by someone working in children’s entertainment.

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*(4 marks)*

(d) Explain why staff appointment and training practices are important in the travel and tourism industry.

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*(4 marks)*

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**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) Suggest **three** reasons why a Duty Station Manager needs good communication skills.

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*(3 marks)*

(b) Outline the personal qualities required when dealing with the public in the travel industry.

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*(4 marks)*

(c) Explain the importance of the type of information contained in a working conditions document.

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*(4 marks)*

**QUESTION 6 CONTINUES ON THE NEXT PAGE**

**Turn over** ►

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

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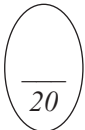
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(9 marks)



**END OF QUESTIONS**

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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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