

Surname		Other Names	
Centre Number		Candidate Number	
Candidate Signature			

Leave blank

General Certificate of Secondary Education
June 2005



**TRAVEL AND TOURISM
Paper 1
Foundation Tier**

3591/1F

F

Thursday 23 June 2005 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.

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.

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

Module 1 Tourism Destinations

Answer **all** questions.

LONDON TOURS

1

Total for this question: 40 marks

- (a) (i) In the table below, tick **two** of the London landmarks that you would **not** be able to see from the Original Tour bus.

Buckingham Palace	
Tower Bridge	
The British Museum	
Marble Arch	
Kensington Palace	

(2 marks)

- (ii) Japanese friends of yours are coming to London as tourists. They will stay for two nights.

Describe for them **three** advantages of taking a tour on the Original Tour bus.

1

.....

.....

.....

2

.....

.....

3

.....

.....

.....

(6 marks)

(b) A family bought tickets for the Original Tour bus.

(i) What other trip do their tickets allow them to go on free of charge?

.....
(1 mark)

(ii) Suggest why the bus company offers these tickets free of charge.

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

(iii) Suggest how selling Madame Tussauds tickets on the bus might bring advantages to Madame Tussauds.

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

(c) (i) The Original Tour bus company uses ultra-low sulphur fuel on its buses. Explain how this is good for the environment.

.....
.....
.....
.....
.....
(3 marks)

QUESTION 1 CONTINUES ON THE NEXT PAGE

Turn over ►

- (ii) Give **one other** way in which the bus company is trying to reduce the damage that it does to the environment.

.....
.....

(1 mark)

- (iii) What commercial advantages might the company gain by showing that it is “fulfilling its responsibility to the environment in London”?

.....
.....
.....
.....
.....
.....
.....
.....
.....

(4 marks)

- (d) The Original Tour box office will book tickets to shows for passengers. They advertise this service by saying: “Time is precious and ticket availability is limited on some of the most popular productions”.

Suggest why they put “Time is precious . . .” in their slogan.

.....
.....
.....
.....

(2 marks)

(e) Superbreak is advertising a sale of London Theatre Breaks.

Why are hotels in central London willing to cut their prices

(i) at weekends?

.....
.....
.....
.....

(2 marks)

(ii) in the period between December and February?

.....
.....
.....
.....
.....
.....

(3 marks)

(f) Five hotels are listed in the Case Study Material under the Superbreak heading.

(i) Which of these is the cheapest?

.....

(1 mark)

(ii) Why is its location not the best out of the five for someone who is going to see a show in the West End (around Shaftesbury Avenue)?

.....
.....
.....
.....

(2 marks)

QUESTION 1 CONTINUES ON THE NEXT PAGE

Turn over ►

- (g) (i) A married couple decided to take a London Theatre Break. How much would it cost for them to stay at the Novotel in Euston for one night, the weekend before Christmas? (Show your working.)

.....

.....

.....

.....

(2 marks)

- (ii) They travelled by train from Manchester. They booked Standard Class in the Low Day period.

What price would each person pay for a ticket booked through Superbreak? Tick the correct box.

£30	<input type="checkbox"/>
£31	<input type="checkbox"/>
£45	<input type="checkbox"/>
£79	<input type="checkbox"/>

(1 mark)

- (h) Study the pie chart “Tourism Expenditure by Category”.

What was the total tourist expenditure on accommodation in London in 2002?

.....

(1 mark)

- (i) What was the most visited London attraction in 2002?

.....

(1 mark)

- (j) The statistics show that there were more tourist trips to London by UK residents than by overseas residents. However, the total spend by overseas residents was more than double the total spend by UK residents.

Suggest reasons for this difference.

.....

.....

.....

.....

.....

.....

.....

.....

.....

(4 marks)

40

TURN OVER FOR THE NEXT QUESTION

Turn over ►

CENTER PARCS

2

Total for this question: 40 marks

- (a) (i) James lives in North London. Which is his nearest Center Parcs Holiday Village?

.....
(1 mark)

- (ii) What percentage of Longleat Forest’s visitors come from the South West region?

.....
(1 mark)

- (iii) Name **one** region which provides only 1% of visitors to the Longleat Forest Center Parcs.

.....
(1 mark)

- (iv) How far is it from Newcastle to Longleat Forest?

.....
(1 mark)

- (v) Apart from the distance, give **one** other reason to explain why the numbers coming from the North East region to Longleat Forest are so low.

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

(b) A family decides to hire a Comfort two bedroom villa for the weekend beginning 28 May.

(i) How much would this cost them?

.....
(1 mark)

(ii) Suggest why this weekend is more expensive than the weekend before (starting 21 May) or the weekend after (starting 4 June).

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

(iii) The family could have hired an Executive two bedroom villa instead. Name **two** extra facilities with which they would have been provided.

1

2

(2 marks)

(c) Study the map showing the layout of Longleat Forest Holiday Village.

(i) Approximately how long would it take to walk, in a direct line, from Redwood Apartments 25–60 to the Cycle Centre?

.....
(1 mark)

QUESTION 2 CONTINUES ON THE NEXT PAGE

Turn over ►

(ii) Suggest **three** reasons why the managers of the village encourage all their guests to walk or cycle whilst they are in the holiday village.

1
.....
.....

2
.....
.....

3
.....
.....

(6 marks)

(iii) Explain why the natural environment helps to make Longleat Forest Holiday Village such a good place for a relaxing holiday.

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....

(6 marks)

(d) Suggest why so few of the guests at Longleat Forest Center Parcs visit the theatre in Bath.

.....

.....

.....

.....

.....

.....

.....

.....

.....

(4 marks)

(e) The ‘target market’ for Center Parcs has been described as “better off young couples and young families”.

How does the material in the Case Study support this statement?

.....

.....

.....

.....

.....

.....

.....

.....

.....

(4 marks)

QUESTION 2 CONTINUES ON THE NEXT PAGE

Turn over ►

(f) The local teenager who was interviewed for the Case Study said, “some of my pals have jobs there”.

(i) Suggest why some of the job opportunities might be suitable for people who have left school with no GCSE passes.

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....

(4 marks)

(ii) A resort like Center Parcs is likely to offer some jobs to sixth formers and students at weekends and during holidays. Why?

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....

(4 marks)

40

END OF QUESTIONS