

Surname		Other Names	
Centre Number		Candidate Number	
Candidate Signature			

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General Certificate of Secondary Education
June 2005



TRAVEL AND TOURISM
Paper 1
Higher Tier

3591/1H

H

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.

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.

Module 1 Tourism Destinations

Answer **all** questions.

LONDON TOURS

1

Total for this question: 40 marks

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

Explain to them the advantages of taking a tour on the Original Tour bus.

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(6 marks)

(b) A family bought tickets for the Original Tour bus. Their tickets allowed them to travel on a Thames cruise free of charge.

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

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(2 marks)

(ii) Explain how selling Madame Tussauds tickets on the bus might bring advantages to Madame Tussauds.

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(2 marks)

(c) The Original Tour bus company’s promotional material stresses that the company is environmentally friendly.

(i) Describe how the company tries to reduce environmental damage.

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(2 marks)

QUESTION 1 CONTINUES ON THE NEXT PAGE

Turn over ►

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

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(6 marks)

(d) The Original Tour box office will book tickets to shows for passengers.

Why is this a helpful service for tourists?

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(4 marks)

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

Why are hotels in central London willing to cut their prices at weekends, and between December and February?

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(6 marks)

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

- (i) Which of these is the cheapest?

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(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)?

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(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.)

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(2 marks)

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

What price would they pay for their **two** tickets booked through Superbreak?

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(1 mark)

- (h) 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.

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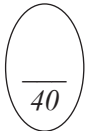
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(6 marks)



TURN OVER FOR THE NEXT QUESTION

Turn over ►

CENTER PARCS

2

Total for this question: 40 marks

- (a) (i) What percentage of Longleat Forest’s visitors come from the North East region?

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(1 mark)

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

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(1 mark)

- (iii) Apart from the distance, explain why the numbers coming from the North East region to Longleat Forest are so low.

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(4 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?

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(1 mark)

(ii) Suggest why villas are more expensive on this weekend than on the other weekends shown in the price list.

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(3 marks)

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

How does Center Parcs discourage guests from driving around the village whilst staying there?

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(2 marks)

QUESTION 2 CONTINUES ON THE NEXT PAGE

Turn over ►

- (d) Explain how the natural landscape and the layout of the village make an environment which is relaxing for holiday-makers.

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(6 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?

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(6 marks)

(f) In Bath, which is close to Longleat Forest, there are many tourist attractions.

Suggest why most of the guests at the Holiday Village do not visit these attractions.

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(4 marks)

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

(i) Explain why Center Parcs can offer a good job, with prospects, to people leaving school with few qualifications.

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CONTINUE YOUR ANSWER TO QUESTION (g)(i) ON THE NEXT PAGE

Turn over ►

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(6 marks)

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

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(6 marks)

40

END OF QUESTIONS