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General Certificate of Secondary Education
June 2005



TRAVEL AND TOURISM
Paper 2
Higher Tier

3591/2H

H

Monday 27 June 2005 9.00 am to 10.30 am

No additional materials are required.
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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

Module 2 The Relationships between Society, Environment and Tourism

Answer **two** questions from this Section.

1

Total for this question: 20 marks

Study **Figure 1**, then answer **all** parts of question 1. **Figure 1** is an advertisement for a holiday to South America.

Grand Tour of
SOUTH AMERICA



*Visiting Lima, Machu Picchu, Cuzco, Lake Titicaca,
La Paz, Buenos Aires, Iguassu Falls & Rio de Janeiro*

15 nights from £1995

During this exciting adventure we fly to the Andes mountains at Cuzco, take a train to the majestic ruined city of Machu Picchu, catch a catamaran to the islands of Lake Titicaca and trundle by bus across Bolivia to La Paz. From La Paz we fly to the greatest cities of South America: elegant and sophisticated Buenos Aires and finally on to the breathtakingly beautiful city and beaches of Rio de Janeiro.

Figure 1

(a) Suggest **three** reasons why people are attracted to take the Grand Tour of South America.

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2

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(3 marks)

(b) In the advertisement, what is meant by “Grand Tour”?

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(2 marks)

(c) Outline ways in which the growth of tourism can help the development of less economically developed countries (LEDCs).

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(6 marks)

QUESTION 1 CONTINUES ON THE NEXT PAGE

Turn over ►

(d) The development of tourism can harm the traditional ways of life of local people.

Using examples, explain different ways in which this happens.

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(9 marks)

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TURN OVER FOR THE NEXT QUESTION

Turn over ►

2

Total for this question: 20 marks

Study **Figure 2**, then answer **all** parts of question 2. **Figure 2** is an advertisement for Universal Orlando Resort.

**Imagine a holiday destination
this extraordinary!**

**UNIVERSAL
Orlando**

Universal Orlando® Resort is the only place on earth where you'll find two amazing theme parks – Universal Studios® and Universal's Islands of Adventure® - an exciting entertainment centre, and three magnificently themed hotels, all within easy walking distance.

**NEW
for 2003 at
Universal Studios**
two brand new attractions:
**SHREK 4-D™ and
JIMMY NEUTRON'S
NIKTOON
BLAST™**

**UNIVERSAL Orlando
RESORT**

Figure 2

(a) Suggest **three** reasons why resorts are constantly introducing new attractions.

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(3 marks)

(b) What is meant by “themed” hotels?

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(2 marks)

QUESTION 2 CONTINUES ON THE NEXT PAGE

Turn over ►

(c) Outline ways in which decisions taken by governments encourage the development of tourist destinations.

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(6 marks)

3

Total for this question: 20 marks

Study **Figure 3**, then answer **all** parts of question 3. **Figure 3** is an article from *Tourist Concern* about the impact of tourism.

THE BALTI BAY HOTEL – GOA (INDIA)	
CONFLICTING VIEWS	
The Image – What the brochures say	The Criticisms – What local people say
<ul style="list-style-type: none"> • “Relaxed and laid back . . . beautifully and peacefully positioned” • “The only noise is birdsong” • “Lovely beachside setting” • “Running water and electricity included in the price” 	<ul style="list-style-type: none"> • “Beach fenced off by the hotel” • “Sewage dumped on the land where local people live” • “Sand dunes flattened to give sea views from the hotel” • “Hotel consumes as much water as five villages. Each guest uses 28 times as much electricity as a local person”

Figure 3

(a) Suggest **three** reasons why people are attracted to the Balti Bay Hotel.

1

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2

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3

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(3 marks)

(b) Using **Figure 3**, explain how conflicts between tourists and local people might develop.

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(2 marks)

(c) Outline ways in which tourism puts pressure on the natural environment.

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(6 marks)

QUESTION 3 CONTINUES ON THE NEXT PAGE

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(d) Money from tourism can be used to look after environmentally sensitive areas.

Using examples, explain how this can happen.

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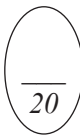
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(9 marks)



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SECTION B**Module 3 Employment and Organisation in the Travel and Tourism Industry**

Answer **two** questions from this Section.

4

Total for this question: 20 marks

Study **Figure 4**, then answer **all** parts of question 4. **Figure 4** is an article describing the redevelopment of Manchester Piccadilly railway station.

**ALL CHANGE PLEASE**

Travellers to Manchester will enjoy a very different arrival now that Piccadilly station is being totally rebuilt.

The redesigned station will completely transform all areas to provide improved customer facilities. Passengers will have a more customer-friendly ticket sales area with bright, comfortable surroundings, more staff around the area to help customers, additional fast ticket machines and dedicated facilities for the disabled.

A new information point will be centrally located in the station to provide assistance for our customers. With new shops, more space and a new look, the 55 000 people who pass through the station each day are in for a treat.

Figure 4

(a) (i) What is meant by “customer facilities”?

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(1 mark)

(ii) Suggest **two** reasons why redevelopment of the station might increase business.

1.....
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(2 marks)

(b) Customers continue to use railway stations while they are being redeveloped.

Why is it important to keep customers informed while changes are taking place?

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(4 marks)

QUESTION 4 CONTINUES ON THE NEXT PAGE

Turn over ►

(c) What skills are needed by a person working in a travel information point?

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(4 marks)

5

Total for this question: 20 marks

Study **Figure 5**, then answer **all** parts of question 5. **Figure 5** is an article about being a holiday representative.

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Figure 5

(a) (i) What is meant by “customer service”?

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(1 mark)

(ii) Suggest **two** reasons why holiday reps wear a company uniform.

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

(b) Why is it important for the holiday company to deal with guests' complaints properly?

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(4 marks)

(c) Employees in the travel and tourism industry should have a job description. Why are job descriptions important?

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(4 marks)

QUESTION 5 CONTINUES ON THE NEXT PAGE

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6**Total for this question: 20 marks**

Study **Figure 6**, then answer **all** parts of question 6. **Figure 6** is a job advertisement for the Kingfisher Bay Resort in Australia.

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Figure 6

- (a) (i) What is meant by “human resources”?

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(1 mark)

(ii) Suggest **two** reasons why job applicants might be attracted to Kingfisher Bay Resort.

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

(b) Explain why the Kingfisher Bay Resort company makes the statement, “Our guests are on holiday, we are not . . .”.

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(4 marks)

(c) Why is it important for applicants to understand the working conditions when applying for jobs in the travel and tourism industry?

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(4 marks)

QUESTION 6 CONTINUES ON THE NEXT PAGE

Turn over ►

(d) Explain why holiday companies would be concerned about high rates of staff turnover.

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(9 marks)

END OF QUESTIONS

20

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Question 1 Figure 1: Voyages Jules Verne
Question 5 Figure 5: © The Times, 4 August 2001

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