

**ADVANCED SUBSIDIARY GCE  
 APPLIED TRAVEL AND TOURISM**

**G720**

Unit 1: Introducing Travel and Tourism

**WEDNESDAY 9 JANUARY 2008**

Afternoon

Time: 1 hour 30 minutes

Candidates answer on the question paper.

**Additional materials (enclosed):** Clean Copy Case Study

**Additional materials (required):**

None



Candidate  
 Forename

Candidate  
 Surname

Centre  
 Number

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Candidate  
 Number

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**INSTRUCTIONS TO CANDIDATES**

- Write your name in capital letters, your Centre Number and Candidate Number in the boxes above.
- Use blue or black ink. Pencil may be used for graphs and diagrams only.
- Read each question carefully and make sure that you know what you have to do before starting your answer.
- Answer **all** the questions.
- Do **not** write in the bar codes.
- Do **not** write outside the box bordering each page.
- Write your answer to each question in the space provided.
- Additional answer space is available on the lined page at the back of this booklet. Answers on this page **must** be clearly numbered.

**INFORMATION FOR CANDIDATES**

- The number of marks for each question is given in brackets [ ] at the end of each question or part question.
- The total number of marks for this paper is **100**.

FOR EXAMINER'S USE	
1	
2	
3	
4	
5	
<b>TOTAL</b>	

This document consists of **11** printed pages and **1** lined page.

1 (a) Refer to **Documents 1a and 1b**.

Explain each of the following terms:

(i) VFR;

.....  
.....  
.....  
.....[2]

(ii) B&B.

.....  
.....  
.....  
.....[2]

(b) Refer to **Documents 1a and 1b**.

Explain **three** roles of the Wales Tourist Board (WTB).

Role 1: .....  
.....  
.....  
.....

Role 2: .....  
.....  
.....  
.....

Role 3: .....  
.....  
.....  
.....[6]



2 (a) Referring only to **Document 2b** identify each of the following:

(i) The National Park in North Wales;

.....[1]

(ii) a coastal resort in North Wales;

.....[1]

(iii) the sporting attraction in South Wales;

.....[1]

(iv) the historical attraction in the capital of Wales.

.....[1]

(b) Refer to **Documents 2a and 2b**.

Explain each of the following terms:

(i) Area of Outstanding Natural Beauty;

.....  
.....  
.....  
.....[2]

(ii) National Park;

.....  
.....  
.....  
.....[2]

(iii) Heritage Coast.

.....  
.....  
.....  
.....[2]

**(c) Refer to Documents 2a and 2b.**

Identify and explain **three** ways in which the Wye Valley and the Vale of Usk appeal to visitors.

Way 1: .....

.....

Explanation: .....

.....

Way 2: .....

.....

Explanation: .....

.....

Way 3: .....

.....

Explanation: .....

.....[6]

**(d) Refer to Documents 2a and 2b.**

Discuss the importance of awards such as the Blue Flag and Seaside Award to tourism in Pembrokeshire.

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.....[6]

[Total: 22]

**[Turn over**

3 Refer to **Documents 3 and 4**.

(a) Identify and explain **two** possible reasons why the Welsh Assembly Government supports attractions such as the Big Pit and Castell Coch.

Reason 1: .....

.....

Explanation: .....

.....

.....

.....

Reason 2: .....

.....

Explanation: .....

.....

.....

.....[6]

(b) Identify and explain **two** laws and/or regulations with which attractions such as the Big Pit and Castell Coch must comply.

Law/regulation 1: .....

.....

Explanation: .....

.....

.....

.....

Law/regulation 2: .....

.....

Explanation: .....

.....

.....

.....[6]













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