

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								
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Candidate				Candidate				
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Centre				Candidate				
Number				Number				

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.

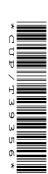
INFORMATION FOR CANDIDATES

- 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.

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TOTAL	

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

	Ехр	lain each of the following terms:
	(i)	VFR;
		[2]
	(ii)	B&B.
		[2]
(b)		er to Documents 1a and 1b .
		lain three roles of the Wales Tourist Board (WTB).
	Role	e 1:
		- 0
	KOI	e 2:
	•••••	
		e 3:
		- 3
	•••••	[6]

Using the statistics in Document 1a , draw valid conclusions about trends in tourism to Wa

[Total: 22]

(a) F	referring only to Document 2b identify each of the following:
(i) The National Park in North Wales;
(i	i) a coastal resort in North Wales;
(ii	i) the sporting attraction in South Wales;
(iv	the historical attraction in the capital of Wales.
(b) F	tefer to Documents 2a and 2b .
	explain each of the following terms:
(i) Area of Outstanding Natural Beauty;
	[2
(i	
	[2
(ii	i) 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.
	[6]

_		_	
3	Dofort	Documents	2 224
	Releii	Documents	.5 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:
(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]

	7
(c)	Refer to Documents 3 and 4 .
	Compare and contrast the products, facilities and services of the Big Pit and Castell Coch.

[Total: 22]

.....[10]

(a) Refer to Document 1b.

Describe the patterns in business tourism to Wales.
[6
Refer to Document 5 .
Discuss the ways in which the Hilton Cardiff meets the needs of business visitors.

	[8]
(c)	Refer to Document 6 .
	Discuss the appeal of Wyeside Caravan and Camping Park to leisure visitors.
	[8]

[Total: 22]

Refer to Document 7 .
Evaluate the importance of active holidays to tourism in Wales.

If you use this lined page you must write the question number next to your answer.



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