

**ADVANCED SUBSIDIARY GCE
APPLIED TRAVEL AND TOURISM**

G720

Unit 1: Introducing Travel and Tourism

Candidates answer on the question paper

OCR Supplied Materials:

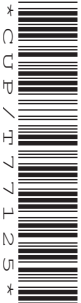
- Clean copy Case Study

Other Materials Required:

None

**Friday 9 January 2009
Morning**

Duration: 1 hour 30 minutes



Candidate Forename		Candidate Surname	
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Centre Number						Candidate Number				
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INSTRUCTIONS TO CANDIDATES

- Write your name clearly in capital letters, your Centre Number and Candidate Number in the boxes above.
- Use 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.
- Write your answer to each question in the space provided.

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**.
- This document consists of **16** pages. Any blank pages are indicated.

Examiner's Use Only:			
1			
2			
3			
4			
5			
Total			

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1 (a) Refer to **Document 1**.

Describe each of the following:

- a multinational hotel;

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

- a guest house.

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

[4]

(b) Refer to **Document 1**.

Explain **three** roles of VisitBritain.

Role 1:
.....
.....
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Role 2:
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Role 3:
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.....
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[6]

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..... [12]

[Total: 22]

2 Refer to **Documents 3a and 3b**.

(a) Identify each of the following:

- the riverside park at Pontoon Dock;
.....
- the biggest inner city farm in Europe;
.....
- the DLR station to use for Maritime Greenwich;
.....
- the DLR station to use for ExCeL.
..... [4]

(b) What is meant by each of the following:

- a world heritage site;
.....
.....
.....
.....
- a mainline rail connection;
.....
.....
.....
.....
- peak time.
.....
.....
.....
..... [6]

(c) Identify and explain **three** ways in which the DLR ensures the safety of passengers.

Way 1:

.....

Explanation:

.....

Way 2:

.....

Explanation:

.....

Way 3:

.....

Explanation:

..... [6]

(d) Describe **three** ticket options available on the DLR.

Ticket option 1:

.....

.....

.....

Ticket option 2:

.....

.....

.....

Ticket option 3:

.....

.....

..... [6]

[Total: 22]

3 (a) Refer to **Documents 4a and 4b**.

Explain **two** advantages to groups of pre-booking a trip on City Cruises RiverLiners.

Advantage 1:

.....

.....

.....

.....

.....

Advantage 2:

.....

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..... [6]

.....
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.....
.....
..... [10]

[Total: 22]

4 (a) **Document 1** states that £45.3 billion is spent on day trips by UK residents.

Explain the **three** main reasons why people travel on day trips.

Reason 1:
.....
.....
.....

Reason 2:
.....
.....
.....

Reason 3:
.....
.....
..... [6]

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