

**ADVANCED SUBSIDIARY GCE
APPLIED TRAVEL AND TOURISM**

G720

Unit 1: Introducing Travel and Tourism

Candidates answer on the question paper

OCR Supplied Materials:

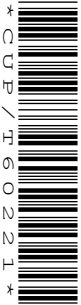
- Clean copy Case Study

Other Materials Required:

None

**Wednesday 3 June 2009
Afternoon**

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 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			

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

Explain each of the following terms:

- tourist attraction;

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

- maritime heritage.

.....
.....
.....
..... [4]

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

Identify and describe **three** services provided by Visitor Information Centres in Portsmouth.

Service 1:
.....

Description:
.....

Service 2:
.....

Description:
.....

Service 3:
.....

Description:
..... [6]

[12]

[Total: 22]

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

Identify each of the following:

- a ferry port in Spain with links from Portsmouth;
.....
- a ferry port in France with links from Portsmouth;
.....
- a world-class shopping and leisure development in Portsmouth;
.....
- the seaside resort of Portsmouth.
..... [4]

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

Explain each of the following terms in the context of travel and tourism:

- public sector;
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.....
.....
.....
- private sector;
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.....
.....
.....
- public and private partnership.
.....
.....
.....
..... [6]

(c) Refer to **Document 2**.

Identify and explain **three** ways in which Gunwharf Quays appeals to day visitors.

Way 1:

.....

Explanation:

.....

Way 2:

.....

Explanation:

.....

Way 3:

.....

Explanation:

..... [6]

(d) Refer to Documents 1a, 1b and 2.

Gunwharf Quays has a 130-bedroom Express by Holiday Inn hotel.

Discuss other accommodation types available in Portsmouth.

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..... [6]

[Total: 22]

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

Identify and describe **three** visitor attractions at Portsmouth Historic Dockyard.

Attraction 1:

.....

Description:

.....

Attraction 2:

.....

Description:.....

.....

Attraction 3:

.....

Description:

..... [6]

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

Identify and explain **three** services which Portsmouth Historic Dockyard offers to meet the needs of business visitors.

Service 1:

.....

Explanation:

.....

Service 2:

.....

Explanation:

.....

Service 3:

.....

Explanation:

..... [6]

.....

.....

.....

..... [10]

[Total: 22]

4 (a) Refer to **Documents 3a, 3b, 4a, 4b, 5a and 5b.**

These visitor attractions have cafés and shops.

(i) Explain **one** advantage **to the attraction** of providing these services.

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..... [3]

(ii) Explain **one** advantage **to visitors** of the provision of these services.

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..... [3]

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