

<b>Candidate Forename</b>		<b>Candidate Surname</b>	
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**OXFORD CAMBRIDGE AND RSA EXAMINATIONS  
ADVANCED SUBSIDIARY GCE**

**G720**

**APPLIED TRAVEL AND TOURISM**

**Introducing Travel and Tourism**

**THURSDAY 14 JANUARY 2010: Morning**

**DURATION: 2 hours**

**SUITABLE FOR VISUALLY IMPAIRED CANDIDATES**

**Candidates answer on the Question Paper**

**OCR SUPPLIED MATERIALS:**

**Clean copy Case Study**

**OTHER MATERIALS REQUIRED:**

**Calculators may be used**

**READ INSTRUCTIONS OVERLEAF**

## **INSTRUCTIONS TO CANDIDATES**

- Write your name clearly in capital letters, your Centre Number and Candidate Number in the boxes on the first page.
- 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.
- 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.
- The quality of your written communication will be taken into account when marking your answer to the question marked with an asterisk (\*)

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

**Name THREE DIFFERENT methods of transportation to the Isle of Wight and for EACH identify a route. [6]**

	<b>Method of transportation</b>	<b>Route</b>
<b>Method 1</b>		
<b>Method 2</b>		
<b>Method 3</b>		

**(b) Refer to DOCUMENT 2 (FIG. 2A).**

**What is meant by EACH of the following terms?**

- **Domestic visitor**

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- **VFR**

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**[4]**





**2 Refer to DOCUMENTS 3 and 4.**

**(a) Describe what is meant by EACH of the following:**

- **corporate event;**

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- **holiday cottage;**

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- **guided tour.**

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[6]

**(b) Refer to DOCUMENTS 3 and 4.**

**Name THREE pieces of legislation which may apply to organisations such as The National Trust or English Heritage. For each piece of legislation give ONE example of how it impacts on the organisation.**

[6]

	<b>Name of legislation</b>	<b>Impact on organisation</b>
<b>Legislation 1</b>		
<b>Legislation 2</b>		
<b>Legislation 3</b>		





**3 (a) Refer to Documents 5 and 6.**

**Name:**

- **the sea area which The Leconfield overlooks;**

\_\_\_\_\_

- **the provider of pleasure flights.**

\_\_\_\_\_ [2]

**(b) (i) Explain TWO disadvantages TO THE VISITOR of using public transport to get around the Isle of Wight.**

**1:** \_\_\_\_\_

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**2:** \_\_\_\_\_

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\_\_\_\_\_ [4]

(ii) Explain TWO benefits TO ISLE OF WIGHT RESIDENTS of visitors using public transport.

1: \_\_\_\_\_

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2: \_\_\_\_\_

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\_\_\_\_\_ [4]





4 (a) (i) Referring to FIG. 7A what was the percentage of unoccupied beds in hotels/guesthouses/B&Bs in the Isle of Wight in Winter 2006?

\_\_\_\_\_ [1]

(ii) Referring to FIG. 7C identify the reason for a dip in room occupancy in July 2007.

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\_\_\_\_\_  
\_\_\_\_\_ [1]

(b) Refer to DOCUMENT 7.

**Discuss how seasonality affects accommodation providers on the Isle of Wight.**

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[12]

**(c) Refer to DOCUMENT 8.**

**Discuss the benefits to destinations such as the Isle of Wight of hosting events.**

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**[8]**

**[Total: 22]**

**5\* Refer to DOCUMENT 8 and any other relevant information.**

**Evaluate the impact of external factors on UK tourism destinations such as the Isle of Wight.**

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**[12]**

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