

**ADVANCED SUBSIDIARY GCE
APPLIED TRAVEL AND TOURISM**

Introducing Travel and Tourism

G720



Candidates answer on the Question Paper

OCR Supplied Materials:

- Clean copy Case Study

Other Materials Required:

- Calculators may be used

**Thursday 14 January 2010
Morning**

Duration: 2 hours



Candidate Forename					Candidate Surname				
--------------------	--	--	--	--	-------------------	--	--	--	--

Centre Number						Candidate Number			
---------------	--	--	--	--	--	------------------	--	--	--

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**.
- The quality of your written communication will be taken into account when marking your answer to the question marked with an asterisk (*).
- This document consists of **16** pages. Any blank pages are indicated.



A calculator may
be used for this
paper

BLANK PAGE

PLEASE DO NOT WRITE ON THIS PAGE

1 (a) Refer to Document 1.

Name **three different** methods of transportation to the Isle of Wight and for **each** identify a route. [6]

	Method of transportation	Route
Method 1		
Method 2		
Method 3		

(b) Refer to Document 2 (Fig. 2a).

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

- Domestic visitor

.....

- VFR

.....

[4]

- (c) Using the statistics in **Document 2 (Figs. 2b and 2c)**, draw valid conclusions about the type of accommodation used and the length of stay by visitors to the Isle of Wight.

[12]

[Total: 22]

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

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

- corporate event;

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

- holiday cottage;

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

- guided tour.

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

[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]

	Name of legislation	Impact on organisation
Legislation 1		
Legislation 2		
Legislation 3		

(c) Refer to **Documents 3 and 4**.

Compare and contrast the products, facilities and services of Carisbrooke Castle and The Needles Old Battery.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

[10]

[Total: 22]

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:

.....

.....

.....

2:

.....

.....

.....

.....

[4]

- (ii) Explain **two** benefits to **Isle of Wight residents** of visitors using public transport.

1:

.....

.....

.....

2:

.....

.....

.....

- (c) Refer to **Documents 5 and 6**.

Evaluate how effectively the facilities of The Leconfield and Fairway Holiday Park meet the needs of families.

.....

.....

.....

.....

.....

.....

.....

.....

[12]

[Total: 22]

- 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.

.....
.....
..... [1]

- (b) Refer to **Document 7**.

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

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

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

[12]

(c) Refer to Document 8.

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

[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.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

[12]

**Copyright Information**

OCR is committed to seeking permission to reproduce all third-party content that it uses in its assessment materials. OCR has attempted to identify and contact all copyright holders whose work is used in this paper. To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced in the OCR Copyright Acknowledgements Booklet. This is produced for each series of examinations, is given to all schools that receive assessment material and is freely available to download from our public website (www.ocr.org.uk) after the live examination series.

If OCR has unwittingly failed to correctly acknowledge or clear any third-party content in this assessment material, OCR will be happy to correct its mistake at the earliest possible opportunity.

For queries or further information please contact the Copyright Team, First Floor, 9 Hills Road, Cambridge CB2 1GE.

OCR is part of the Cambridge Assessment Group; Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.