

**ADVANCED SUBSIDIARY GCE**  
**APPLIED TRAVEL AND TOURISM**  
Introducing Travel and Tourism

**G720**

Candidates answer on the Question Paper

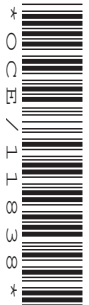
**OCR Supplied Materials:**

- Clean copy Case Study

**Other Materials Required:**

- Calculators may be used

**Thursday 14 January 2010**  
**Morning**  
**Duration: 2 hours**



Candidate Forename		Candidate Surname	
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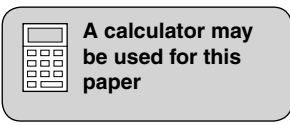
Centre Number							Candidate Number				
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**INSTRUCTIONS TO CANDIDATES**

- 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**.
- 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.



**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

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- VFR

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..... [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.

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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]**

	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.

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[Total: 22]



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

Name:

- the sea area which The Leconfield overlooks;

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- 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.

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2: .....

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..... [4]













