

**ADVANCED GCE**  
**APPLIED TRAVEL AND TOURISM**  
Tourism Development

**G728**



Candidates answer on the Question Paper

**OCR Supplied Materials:**

- Resource Booklet

**Other Materials Required:**

None

**Wednesday 20 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.
- Candidates are recommended to spend 15 minutes reading through the Case Studies before attempting to answer the questions.

**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 **20** pages. Any blank pages are indicated.

### **1 Refer to Figs. 1a and 1b.**

- (a)** Explain **two** economic objectives of tourism development to Portsmouth.

1. ....

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2. ....

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(b) The Tourism Development Action Programme Area (TDAPA) addressed six key issues to improve tourism.

Choose **three** of these issues and explain why each of these issues was included within the TDARA.

Issue 2: .....

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Issue 3: .....

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**[6]**

- (c) Portsmouth has created a new image, whilst retaining its maritime history and culture.

Explain **two** developments/improvements which have been made in the area to reflect this change.

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2. ....

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[6]

- (d) Discuss the roles and relationships of the agents of tourism development involved in the Renaissance of Portsmouth Harbour Millennium Project.

. [8]

- (e) Portsmouth Harbour has used waterfront regeneration to create a diverse tourism product.

With reference to Portsmouth or any other UK waterfront area you have studied, evaluate the impact of waterfront regeneration on tourism development in the area.

**Chosen area:** .....

[12]

. [12]

[Total: 36]

**2 Refer to Fig. 2.**

- (a) Machu Picchu is a desirable tourist destination. Give **four** reasons that may explain its popularity.

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[4]

(b) Explain **three** ways in which the Inca Trail has been affected by increasing visitor numbers.

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3. ....

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[6]

(c) What do the initials UNESCO stand for?

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[2]

10

- (d) Discuss the importance to the host population of preserving the traditions and culture of Machu Picchu.

. [8]

- (e) Assess the advantages and disadvantages of the measures suggested to minimise the impact of tourism on the Inca Trail.

[12]

[Total: 32]

**3 Refer to Figs. 3a and 3b.**

- (a) What is meant by the term 'mass-market tourism'?

[2]

[2]

- (b) Explain **two** reasons why tourist destinations such as the Greek Islands are able to attract and generate mass-market tourism.

1. ....

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- 2.....

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[6]

- (c) Describe **two** reasons why the World Wildlife Fund (WWF) has become involved in tourism development.

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[4]

- (d) Discuss why the information in **Fig. 3b** is given to visitors to Zakynthos.

. [8]

**(e)\*** The public, private and voluntary sectors play an important part in destination management.

Discuss how a partnership between these sectors may benefit destinations such as Zakynthos.

[12]

..... [12]

[Total: 32]

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