

ADVANCED GCE
APPLIED TRAVEL AND TOURISM
Unit 9: Tourism Development

G728

Candidates answer on the Question Paper

OCR Supplied Materials:

- Resource Booklet

Other Materials Required:

None

Tuesday 15 June 2010
Afternoon

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. Additional paper may be used if necessary but you must clearly show your Candidate Number, Centre Number and question number(s).
- 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, 1b and 1c.

(a) Explain **two** possible reasons for the appeal of Dorset and the New Forest to visitors.

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2.
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..... [4]

(b) Explain **two** ways in which the 'multiplier effect' may have an impact in Dorset and the New Forest region.

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2.
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..... [6]

(c) Explain **two** reasons why the preservation and conservation of the natural environment is important for Dorset and the New Forest region.

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[6]

(e) With reference to **Fig. 1c**, evaluate the benefits **to tourism providers** of becoming members of the New Forest Tourism Association (NFTA).

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[Total: 35]

2 Refer to Figs. 2a and 2b.

(a) Libya is an LEDC. What do the initials LEDC stand for?

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..... [2]

(b) Describe **three economic** objectives of tourism development for Libya.

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 - 2.
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 - 3.
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- [6]

(c) Gruppo Norman is a private development company. State **two** roles of a private development company.

- 1.
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- 2.
..... [2]

(d) Explain **two** major developments to its infrastructure which are necessary for the growth of Farwa Island as a tourist destination.

- 1.
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- 2.
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3 Refer to Figs. 3a and 3b.

(a) Refer to Fig. 3a. Identify **two** new tourist market segments which Ibiza is hoping to attract.

- 1.
- 2. [2]

(b) Explain **two** reasons why it is important for Ibiza to diversify its tourism product.

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 - 2.
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- [6]

(c) (i) State the sector to which Thomas Cook belongs.

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(ii) Describe **two** objectives of this sector.

1.

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2.

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(d) Ibiza has a reputation of being 'the world's foremost party island'. Assess the negative **socio-cultural** impacts which this may have had on the island.

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[Total: 31]

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