

ADVANCED SUBSIDIARY GCE
APPLIED TRAVEL AND TOURISM
Introducing Travel and Tourism

G720

Candidates answer on the question paper.

OCR supplied materials:

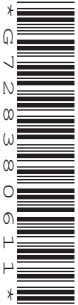
- Clean copy case study

Other materials required:

- Calculators may be used

Tuesday 17 May 2011
Morning

Duration: 2 hours



Candidate forename		Candidate surname	
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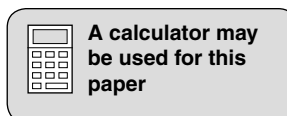
Centre number							Candidate number				
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INSTRUCTIONS TO CANDIDATES

- Write your name, centre number and candidate number in the boxes above. Please write clearly and in capital letters.
- Use black ink. Pencil may be used for graphs and diagrams only.
- Read each question carefully. Make sure you know what you have to do before starting your answer.
- 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).
- Answer **all** the questions.
- Do **not** write in the bar codes.

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.



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

Identify each of the following:

- a preserved steam-operated railway;
.....
- an outdoor activity and field study centre;
.....
- the first purpose-built factory shopping scheme in the country;
.....
- an attraction with a guided tour.
..... [4]

(b) Identify and describe **three** methods of transport to travel to Mendip. [6]

	Method of transport	Description
Method 1		
Method 2		
Method 3		

(c) Refer to **Document 1**.

Identify and explain **two** reasons why Mendip is an ideal area for short breaks.

1:

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2:

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..... [4]

2 (a) Refer to **Document 1**.

Describe what is meant by each of the following:

- National Nature Reserve;

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- National Trust.

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..... [4]

(b) Refer to **Document 1**.

Identify and describe **three different** types of natural attraction in Mendip.

[6]

	Identification of natural attraction	Description of natural attraction
1:		
2:		
3:		

3 (a) What is meant by each of the following terms?

- seasonality;

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- secondary spend.

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..... [4]

(b) Refer to **Document 3**.

Evaluate the role of Mendip District Council in providing support to tourism businesses.

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4 (a) Refer to **Documents 6a** and **6b**.

Identify and describe **two** facilities available for dog owners at Glastonbury Abbey.

1:

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2:

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..... [4]

(b) Describe **three** roles of public sector organisations such as English Heritage.

1:

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2:

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3:

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[6]

