

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

**G728**

Candidates answer on the question paper

**OCR supplied materials:**

- Resource booklet

**Other materials required:**

None

**Thursday 16 June 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 that 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.
- 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)** Describe **two** economic benefits to Wales as a result of it being one of the leading tourism destinations in the UK.

1: .....

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2: .....

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..... [4]

**(b)** Visit Wales encourages all sectors to sponsor its website.

What is meant by the term 'sponsor'?

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..... [2]

(c) Explain **one** benefit to each of the public, private and voluntary sectors of sponsoring the Visit Wales website.

Public sector: .....

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Private sector: .....

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Voluntary sector: .....

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[6]

(d) Explain **two** advantages to the **tourist** of the network of Tourist Information Centres (TICs) in Wales.

1: .....

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2: .....

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..... [4]







**2 Refer to Figs. 2a, 2b, 2c and 2d.**

**(a)** The Dominican Republic is a desirable tourist destination. State **four** reasons to explain its popularity.

1: .....

2: .....

3: .....

4: ..... **[4]**













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

**(a)** Identify **two** traditional activities available to tourists on the Manyallaluk cultural experience.

1: .....

2: ..... [2]

**(b)** Explain **two** benefits to tourists of participating in a cultural experience such as that at Manyallaluk.

1: .....

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2: .....

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..... [6]









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