

Tuesday 15 May 2012 – Morning**AS GCE APPLIED TRAVEL AND TOURISM****G720/01 Introducing Travel and Tourism**

Candidates answer on the Question Paper.

OCR supplied materials:

- Clean copy Case Study

Other materials required:

- Calculators may be used

Duration: 2 hours

Candidate forename		Candidate surname	
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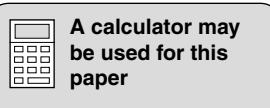
Centre number						Candidate number			
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INSTRUCTIONS TO CANDIDATES

- Write your name, centre number and candidate number in the boxes above. Please write clearly and in capital letters.
- Use black ink. HB pencil may be used for graphs and diagrams only.
- Answer **all** the questions.
- 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).
- 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 and describe **three different** methods of booking trips to Wales in advance.

[6]

	Identification	Description
1		
2		
3		

- (b) Explain **two** services provided by Tourist Information Centres (TICs).

1:

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2:

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[4]

- (c) Using the statistics in **Document 1**, draw valid conclusions about trends in domestic tourism to Wales.

[12]

• [12]

[Total: 22]

2 (a) Refer to Document 2.

Describe what is meant by each of the following:

- nature attraction;

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- staying visitor;

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- historic site.

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[6]

- (b)** Name and describe **three different** types of private sector ownership in travel and tourism. [6]

	Type of private sector ownership	Description
1		
2		
3		

- (c) Refer to Documents 3 and 4.**

Compare and contrast the products, facilities and services of the Centre for Alternative Technology (CAT) and Powis Castle and Garden.

.. [10]

[Total: 22]

3 Refer to Document 4.

- (a) Explain **two** advantages to the National Trust (NT) of using volunteer staff.

1:

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2:

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..... [4]

- (b) Evaluate the sources of income available to voluntary sector travel and tourism organisations such as the NT and the CAT.

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..... [8]

(c) Refer to Document 3.

Assess the suitability to a residential group of travelling to the CAT by public transport.

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[10]

. [10]

[Total: 22]

4 Refer to **Document 5**.

(a) Identify each of the following:

- the National Park;

.....

- the award given for clean and safe beaches.

..... [2]

(b) Refer to **Document 6**.

What is meant by each of the following terms:

- low season;

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- industrial heritage?

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..... [4]

(c) Discuss the benefits to an accommodation provider of accommodation grading schemes.

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[8]

[8]

(d) Refer to Document 6.

Evaluate how effectively the facilities of Bryn Elltyd Eco Guest house meet the needs of holidaying families.

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. [8]

[Total: 22]

- 5*** In **Document 7**, Visit Wales recognises that ‘there is growing environmental awareness among visitors’.

Evaluate the impact of changing consumer needs and expectations on holiday destinations.

[12]

. [12]

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