

**Tuesday 12 June 2012 – Morning**

**A2 GCE APPLIED TRAVEL AND TOURISM**

**G728/01** Tourism Development

Candidates answer on the Question Paper.

**OCR supplied materials:**

- Resource Booklet

**Other materials required:**

None

**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.
- 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) Describe **two** possible reasons for the appeal of Cornwall to visitors.

1: .....

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2: .....

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..... [4]

(b) Discuss reasons why the landscape is Cornwall's main tourism asset.

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(c) (i) What do the initials AONB stand for?

..... [2]

(ii) Explain **two** aims of Cornwall's AONB.

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2: .....

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..... [4]

(d) Identify **three** agents of tourism development.

1: .....

2: .....

3: ..... [3]



(f) Evaluate the possible **negative environmental** impacts in Cornwall's AONB of increased visitor numbers.

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..... [10]

[Total: 35]

2 Refer to **Figs. 2a and 2b**.

(a) Greece is an MEDC. What do the initials MEDC stand for?

..... [2]

(b) Explain **three economic** objectives of tourism development.

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(c) Identify **two** types of commercial organisation affected by the Greek tourism crisis.

1: .....

2: ..... [2]



(d) Explain **two** reasons why countries such as Turkey and Egypt may have benefitted from the Greek tourism crisis.

1: .....

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2: .....

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(e) Discuss how **political** influences affect tourism development in destinations. You may refer to Greece or any other overseas destination which you have studied.

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(c) Describe **two negative socio-cultural** impacts of tourism development on overseas destinations.

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[10]

[Total: 31]

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