

Monday 11 May 2015 – 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



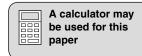
| forename | surname | |
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| Centre number | Candidate number | |

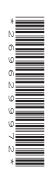
INSTRUCTIONS TO CANDIDATES

- 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.





| (a) | Ref | er to Document 1 . | |
|-----|------|--|-------|
| | Wha | at is meant by each of the following terms: | |
| | • | scheduled flight | |
| | | | |
| | | | |
| | | | |
| | • | seaside resort | |
| | | seaside resort | |
| | | | ••••• |
| | | | |
| | | | |
| | • | overnight visitor? | |
| | | | |
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| | | | [6] |
| (b) | Refe | er to Document 1 . | |
| | Ider | ntify each of the following: | |
| | • | the name of the National Park | |
| | | | |
| | • | the name of the international airport 23 miles from Great Yarmouth | |
| | | | |
| | • | the percentage of business visitors staying in Great Yarmouth | |
| | | | |
| | • | the name of the Model Village | |
| | • | the name of the Model Village. | |
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| (c) | Refer to Document 2 . |
|-----|--|
| | Using the statistics, draw valid conclusions about domestic staying visitors to Norfolk. |
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| 2 (| (a) | Refer to | Document | 1. |
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| What is meant | by each | of the | following | terms: |
|---------------|----------------|--------|-----------|--------|
| | | | | |

| overseas visitor naritime museum? | self-catering | | | | |
|------------------------------------|-----------------|----|------|------|---|
| overseas visitor naritime museum? | | | | | |
| naritime museum? | | | | | |
| naritime museum? | | | | | |
| naritime museum? | | | | | |
| naritime museum? | | | | | |
| naritime museum? | | | | | |
| naritime museum? | verseas visitor | | | | |
| naritime museum? | | | | | |
| naritime museum? | | | | | |
| naritime museum? | | | | | |
| naritime museum? | | | | | |
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| | maritime museur | n? | | | |
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(b) Refer to Document 3.

Identify and describe **three** different sources of income for the Time and Tide Museum.

| | Source of income | Description |
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| Compare and contrast the products, facilities and services of the Fawlty Towers Hotel and Hadleigh Gables Hotel. |
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| 3 (a) Refer to Document | 6 |
|--------------------------------|---|
| 3 (a) Refer to Document | E |

| Identify and explain two services provided for visitors by Great Yarmouth Tourist Information Centre. |
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| Identify and explain two benefits to the disabled visitor of hiring a beach wheelchair. | | | |
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| (c) | Refer to Document 7 . |
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| | Assess the advantages to families of holidaying at Seashore Haven. |
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| (a) | Describe what is meant by the term 'off-peak'. | | |
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| (b) | Explain three reasons why visiting friends and relatives (VFR) is a popular form of tourism. | | |
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| Ref | er to Document 8 . | | |
| (c) | Identify each of the following: | | |
| | the price of a 'Fancy a Flutter' package. | | |
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| | the name of the bar in the Lord Nelson Grandstand. | | |
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5* Refer to **Document 1**.

| Evaluate the importance of the public sector to the successful development of tourism in traditional seaside resorts such as Great Yarmouth. | | | |
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