OCR
Oxford Cambridge and RSA

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:
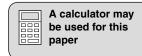* Calculators may be used

Duration: 2 hours

Candidate forename		Candidate surname	

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 calculator may be used for this paper

OCR is an exempt Charity

Turn over

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

What is meant by **each** of the following terms:

- scheduled flight

  ....

  ....

  ....

- seaside resort

  ....

  ....

  ....

- overnight visitor?

  ....

  ....

  ....

  [6]

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

Identify **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.

  ....

  [4]

(c) Refer to **Document 2**.

Using the statistics, draw valid conclusions about domestic staying visitors to Norfolk.

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

[12]

Turn over

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

What is meant by **each** of the following terms:

• self-catering

....

....

....

....

....

....

• overseas visitor

....

....

....

....

....

....

• maritime museum?

....

....

....

....

....

....

[6]

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

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

	Source of income	**Description**
1		
2		
3		

[6]

Turn over

(c) Refer to **Documents 4 and 5**.

Compare and contrast the products, facilities and services of the Fawlty Towers Hotel and Hadleigh Gables Hotel.

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

[10]

3 (a) Refer to **Document 6**.

Identify and explain **two** services provided for visitors by Great Yarmouth Tourist Information Centre.

1 ....

....

....

....

....

....

....

....

2 ....

....

....

....

....

....

....

[6]

Turn over

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

Identify and explain **two** benefits to the disabled visitor of hiring a beach wheelchair.

1 ....

....

....

....

....

....

....

2 ....

....

....

....

....

....

....

[6]

(c) Refer to **Document 7**.

Assess the advantages to families of holidaying at Seashore Haven.

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

[10]

Turn over

4 (a) Describe what is meant by the term 'off-peak'.

....

....

....

.... **[2]**

(b) Explain **three** reasons why visiting friends and relatives (VFR) is a popular form of tourism.

1 ....

....

....

....

2 ....

....

....

....

3 ....

....

....

....
[6]

Refer to **Document 8**.

(c) Identify **each** of the following:

- the price of a 'Fancy a Flutter' package.

  ....

- the name of the bar in the Lord Nelson Grandstand.

  ....
  [2]

(d) Assess the likely appeal of Great Yarmouth Racecourse as a venue to groups planning to hold an event.

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

[12]

Turn over

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.

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

[12]

END OF QUESTION PAPER

13

BLANK PAGE

PLEASE DO NOT WRITE ON THIS PAGE

14

BLANK PAGE

PLEASE DO NOT WRITE ON THIS PAGE

15

BLANK PAGE

PLEASE DO NOT WRITE ON THIS PAGE

16

BLANK PAGE

PLEASE DO NOT WRITE ON THIS PAGE