

# Friday 5 June 2015 – 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:

**Duration:** 2 hours



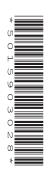
Candidate forename					Candidate surname			
Centre numb	er	·			Candidate nu	ımber		

#### **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 in the resource booklet 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.



Ref	er to <b>Figs. 1a</b> , <b>1b</b> , <b>1c</b> and <b>1d</b> .
(a)	Describe <b>two</b> benefits to the tourist of using Warwick's local TIC (Tourist Information Centre)
	1
	2

[4]

(b)	Identify and explain <b>two</b> economic benefits to Warwick of it being one of the leading tourisdestinations in the UK.								
	1								
	2								
		[6]							

(c)	Refer to <b>Fig 1b</b> and <b>1c</b> . Discuss why VisitEngland has identified Warwick as a national 'Attract' brand.								
	[6]								

(d)	Refer to <b>Fig 1c</b> . Assess the roles of the agents of tourism development involved in the promotion of Warwick as a tourist destination.  [10]


Warwick.				
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		9
2	Ref	er to Figs 2a, 2b and 2c.
	(a)	Explain <b>three</b> ways in which the cruise industry is important to Alaska.
		1
		2
		3

[9]

(b)	Discuss why cruise companies visiting Alaska develop and promote responsible practices.
	[6]

(c)	Refer to <b>Fig 2c</b> .  Alaska is a desirable tourist destination. Identify <b>four</b> activities which may explain its popularity.
	1
	2
	3
	4 <b>[4]</b>

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3	er to <b>Fig. 3a</b> and <b>3b</b> .	
	(a)	Describe <b>two</b> political objectives of tourism development.
		1
		2

[4]

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(b)	Identify and explain <b>two</b> reasons why visitors had been advised against travelling to Egyl 2013.	ot in
	1	
	2	
		 [4]
(c)	State the sector to which ABTA belongs.	
		[1]

(d)	Discuss how travel organisations have responded to the political situation in Egypt.
	[6]

á	Evaluate the likely negative impacts that the 2013 political situation may have had on Equation as a tourist destination.	gypi <b>[10]</b>

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## **END OF QUESTION PAPER**

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