

**OXFORD CAMBRIDGE AND RSA EXAMINATIONS
AS GCE**

G720/01

APPLIED TRAVEL AND TOURISM

Introducing Travel and Tourism

MONDAY 11 MAY 2015: Morning

DURATION: 2 hours

plus your additional time allowance

MODIFIED ENLARGED

Candidate forename		Candidate surname	
-------------------------------	--	------------------------------	--

Centre number						Candidate number				
--------------------------	--	--	--	--	--	-----------------------------	--	--	--	--

Candidates answer on the Question Paper.

OCR SUPPLIED MATERIALS:

Clean copy Case Study

Loose sheet for Document 5B

OTHER MATERIALS REQUIRED:

Calculators may be used

A calculator may be used for this paper
--

READ INSTRUCTIONS OVERLEAF

INSTRUCTIONS TO CANDIDATES

Write your name, centre number and candidate number in the boxes on the first page. 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).

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 (*).

Any blank pages are indicated.

BLANK PAGE

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]

[illegible]

2 (a) Refer to DOCUMENT 1.

What is meant by EACH of the following terms: [6]

self-catering

overseas visitor

maritime museum?

BLANK PAGE

(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]

(c) Refer to DOCUMENTS 4 AND 5 (and loose sheet).

Compare and contrast the products, facilities and services of the Fawltly Towers Hotel and Hadleigh Gables Hotel. [10]

[illegible]

3 (a) Refer to DOCUMENT 6.

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

1 _____

2 _____

[6]

(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]

[illegible]

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]

[illegible]

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]

[illegible]

END OF QUESTION PAPER

Copyright Information

OCR is committed to seeking permission to reproduce all third-party content that it uses in its assessment materials. OCR has attempted to identify and contact all copyright holders whose work is used in this paper. To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced in the OCR Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download from our public website (www.ocr.org.uk) after the live examination series.

If OCR has unwittingly failed to correctly acknowledge or clear any third-party content in this assessment material, OCR will be happy to correct its mistake at the earliest possible opportunity.

For queries or further information please contact the Copyright Team, First Floor, 9 Hills Road, Cambridge CB2 1GE.

OCR is part of the Cambridge Assessment Group; Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.

