

OXFORD CAMBRIDGE AND RSA EXAMINATIONS
A2 GCE
G728/01

APPLIED TRAVEL AND TOURISM
Tourism Development

FRIDAY 5 JUNE 2015: Morning
DURATION: 2 hours
plus your additional time allowance
MODIFIED ENLARGED

Candidate forename		Candidate surname	
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Centre number						Candidate number				
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Candidates answer on the Question Paper.

OCR SUPPLIED MATERIALS:
Resource booklet

OTHER MATERIALS REQUIRED:
None

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).

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 (*).

Any blank pages are indicated.

1 Refer to FIGS. 1a, 1b, 1c and 1d.

(a) Describe TWO benefits to the tourist of using Warwick's local TIC (Tourist Information Centre).

1 _____

2 _____

[4]

(b) Identify and explain TWO economic benefits to Warwick of it being one of the leading tourist destinations in the UK.

1

2

[6]

(c) Refer to FIG 1b and 1c.

Discuss why VisitEngland has identified Warwick as a national 'Attract' brand.

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(d) Refer to FIG 1c.

Assess the roles of the agents of tourism development involved in the promotion of Warwick as a tourist destination. [10]

[illegible]

[illegible]

(e)* Evaluate the impact of Merlin Entertainment Group Ltd's management of Warwick Castle on Warwick.

[illegible]

[illegible]

2 Refer to FIGS 2a, 2b and 2c.

(a) Explain THREE 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.

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(c) Refer to FIG 2c.

**Alaska is a desirable tourist destination. Identify
FOUR activities which may explain its popularity.**

1 _____

2 _____

3 _____

4 _____

[4]

(d) Assess the methods used by the Alaska and Canada Small Group Holiday Company to avoid negative impacts on the environment. [8]

[illegible]

(e) Evaluate the benefits to the host community of tourists using their local services. [10]

[illegible]

3 Refer to FIG. 3a and 3b.

(a) Describe TWO political objectives of tourism development.

1 _____

2 _____

[4]

(b) Identify and explain TWO reasons why visitors had been advised against travelling to Egypt in 2013.

1 _____

2 _____

[4]

(c) State the sector to which ABTA belongs.

_____ **[1]**

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(e) Evaluate the likely negative impacts that the 2013 political situation may have had on Egypt as a tourist destination. [10]

[illegible]

[illegible]

END OF QUESTION PAPER

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