

**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**

<b>Candidate forename</b>		<b>Candidate surname</b>	
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<b>Centre number</b>						<b>Candidate number</b>				
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**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**

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**seaside resort**

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**overnight visitor?**

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**[6]**

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

**Identify EACH of the following:**

**the name of the National Park**

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**the name of the international airport 23 miles from  
Great Yarmouth**

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**the percentage of business visitors staying in  
Great Yarmouth**

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**the name of the Model Village.**

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**[4]**



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

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

**self-catering**

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**overseas visitor**

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**maritime museum?**

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

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

	<b>Source of income</b>	<b>Description</b>
<b>1</b>		
<b>2</b>		
<b>3</b>		

**[6]**



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**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** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
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\_\_\_\_\_  
\_\_\_\_\_

**[6]**



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**4 (a) Describe what is meant by the term ‘off-peak’.**

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**[2]**

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

**1** \_\_\_\_\_

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**2** \_\_\_\_\_

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**3** \_\_\_\_\_

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**[6]**

**Refer 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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**[2]**



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**END OF QUESTION PAPER**

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