

**ADVANCED SUBSIDIARY GCE
APPLIED TRAVEL AND TOURISM**

Unit 1: Introducing Travel and Tourism

G720

Candidates answer on the question paper

OCR Supplied Materials:

- Clean copy Case Study

Other Materials Required:

None

**Friday 9 January 2009
Morning**

Duration: 1 hour 30 minutes



Candidate Forename					Candidate Surname				
--------------------	--	--	--	--	-------------------	--	--	--	--

Centre Number						Candidate Number			
---------------	--	--	--	--	--	------------------	--	--	--

INSTRUCTIONS TO CANDIDATES

- Write your name clearly in capital letters, your Centre Number and Candidate Number in the boxes above.
- Use black ink. Pencil may be used for graphs and diagrams only.
- Read each question carefully and make sure that you know what you have to do before starting your answer.
- Answer **all** the questions.
- Do **not** write in the bar codes.
- Write your answer to each question in the space provided.

INFORMATION FOR CANDIDATES

- The number of marks for each question is given in brackets [] at the end of each question or part question.
- The total number of marks for this paper is **100**.
- This document consists of **16** pages. Any blank pages are indicated.

Examiner's Use Only:			
1			
2			
3			
4			
5			
Total			

BLANK PAGE

PLEASE DO NOT WRITE ON THIS PAGE

1 (a) Refer to Document 1.

Describe each of the following:

- a multinational hotel;

.....
.....
.....
.....

- a guest house.

.....
.....
.....
.....

[4]

(b) Refer to Document 1.

Explain **three** roles of VisitBritain.

Role 1:

.....
.....
.....

Role 2:

.....
.....
.....

Role 3:

.....
.....
.....

[6]

- (c) Using the statistics in **Documents 2a, 2b and 2c**, draw valid conclusions about **trends** in tourism expenditure in London.

[12]

[Total: 22]

2 Refer to **Documents 3a and 3b**.

(a) Identify each of the following:

- the riverside park at Pontoon Dock;

.....

- the biggest inner city farm in Europe;

.....

- the DLR station to use for Maritime Greenwich;

.....

- the DLR station to use for ExCeL.

..... [4]

(b) What is meant by each of the following:

- a world heritage site;

.....

.....

.....

.....

- a mainline rail connection;

.....

.....

.....

- peak time.

.....

.....

.....

[6]

- (c) Identify and explain **three** ways in which the DLR ensures the safety of passengers.

Way 1:

.....
Explanation:

Way 2:

.....
Explanation:

Way 3:

.....
Explanation:

[6]

- (d) Describe **three** ticket options available on the DLR.

Ticket option 1:

.....
.....
.....

Ticket option 2:

.....
.....
.....

Ticket option 3:

.....
.....
.....

[6]

[Total: 22]

- 3 (a) Refer to **Documents 4a and 4b**.

Explain **two** advantages to groups of pre-booking a trip on City Cruises RiverLiners.

Advantage 1:

.....

.....

.....

.....

Advantage 2:

.....

.....

.....

.....

.....

[6]

- (b)** Refer to **Documents 4a and 4b**.

Discuss the ways in which City Cruises RiverLiners meet the needs of those with mobility impairment.

. [6]

- (c) Refer to **Documents 5a, 5b, 6a and 6b.**

Compare and contrast the products, services and facilities of the Museum of London and the Tower of London.

[10]

[Total: 22]

- 4 (a) Document 1 states that £45.3 billion is spent on day trips by UK residents.

Explain the **three** main reasons why people travel on day trips.

Reason 1:

Reason 2:

Reason 3:

[6]

- (b)** A single adult annual membership of the Historic Royal Palaces would cost £37.

Referring to **Documents 6a and 6b**, discuss the benefits to a tourist of annual adult membership of the Historic Royal Palaces.

[8]

- (c) Refer to **Documents 5a and 5b**.

The Museum of London is a registered charity.

Discuss the likely ways in which the Museum of London receives funding.

. [8]

[Total: 22]

[Total: 2]
Turn over

- ## **5 Refer to Document 1.**

Evaluate the importance of the 2012 Olympic Games to domestic tourism.

. [12]

PLEASE DO NOT WRITE ON THIS PAGE



Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (OCR) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

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.