

ADVANCED GCE
APPLIED TRAVEL AND TOURISM
 Tourism Development

G728



Candidates answer on the question paper.

OCR supplied materials:

- Resource booklet

Other materials required:

None

Wednesday 19 January 2011
Morning

Duration: 2 hours



Candidate forename					Candidate surname				
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Centre number						Candidate number			
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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. Pencil may be used for graphs and diagrams only.
- 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).
- Answer **all** the questions.
- Do **not** write in the bar codes.
- Candidates are recommended to spend 15 minutes reading through the case studies 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.

1 Refer to Figs. 1a, 1b, 1c, 1d and 1e.

- (a) Aberdeenshire is a popular UK holiday destination. Describe **two** reasons for its appeal.

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- (b) Explain **two** likely economic benefits to the city of Aberdeen of receiving a grant from the Scottish Government.

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[6]

- (c) Identify **two** examples of the ways in which Aberdeen is seeking to establish its Regional Identity.

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2: [2]

- (d) Discuss the **socio-cultural** importance of creating a Regional Identity for Aberdeen City and Shire.

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- (e) The Cairngorms is Britain's largest National Park. Explain **two** aims/objectives of a national park.

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- (f)* Refer to **Fig. 1e**. Evaluate the likely positive **economic** impact the proposed new development will have on the area against the likely negative **environmental** impact.

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[12]

[Total: 36]

2 Refer to Figs. 2a and 2b.

(a) Define the following terms:

- sustainable tourism;

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- foreign exchange earnings.

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(b) Describe **two** ways in which Kenya Wildlife Service's (KWS) tourism initiatives will benefit tourism in Kenya.

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- (c) With reference to **Fig. 2a**, discuss the **negative economic** impacts of Kenya's dependency on tourism.

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- (d) Discuss the benefits to tourism providers of a partnership between the sectors involved in tourism development in Kenya.
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- (e) ‘Kenya’s lions could vanish in 10 years’. Assess the likely impact of this on Kenya’s tourism industry.

[12]

[Total: 36]

3 Refer to Fig. 3.

- (a) Describe **two** aims/objectives of a voluntary sector organisation.

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- (b) Explain **two** benefits to Tourism Concern of providing education packs to secondary schools in the UK.

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[4]

- (c) With reference to **Fig. 3**, identify the **two** UK travel organisations which support Tourism Concern.

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- (d) Evaluate ways in which Tourism Concern has contributed to the protection of local people, customs and cultures in worldwide tourist destinations.

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- (e) Other than Tourism Concern, discuss the role of pressure groups in the development of travel and tourism destinations. You may refer to an example with which you are familiar.

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