

**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.

1: .....

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2: .....

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..... [4]

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

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2: .....  
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..... [6]

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

1: .....  
2: ..... [2]



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

1: .....

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2: .....

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[6]





**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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..... [4]

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

1: .....  
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2: .....  
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..... [4]















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..... [10]





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