

**ADVANCED SUBSIDIARY GCE**  
**APPLIED TRAVEL AND TOURISM**  
Introducing Travel and Tourism

**G720**

Candidates answer on the question paper.

**OCR supplied materials:**

- Clean copy case study

**Other materials required:**

- Calculators may be used

**Thursday 13 January 2011**  
**Morning**

**Duration: 2 hours**



Candidate forename		Candidate surname	
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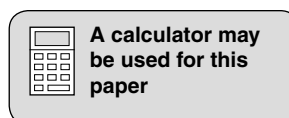
Centre number						Candidate number				
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**INSTRUCTIONS TO CANDIDATES**

- 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.

**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 **16** pages. Any blank pages are indicated.



1 (a) Refer to **Document 1**.

Identify and describe **three different** services provided by Sussex by the Sea Visitor Information Centres (VICs). **[6]**

	Identification	Description
Service 1		
Service 2		
Service 3		

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

Identify and explain **one** benefit:

(i) to **local attractions** of the Holiday@Home Privilege Card scheme;

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..... **[2]**

(ii) to **local residents** of the Holiday@Home Privilege Card scheme.

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..... **[2]**





2 (a) Refer to **Document 3**.

Describe what is meant by each of the following:

- rural area;

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- tourism industry;

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- accommodation provider.

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..... [6]

(b) Name **three** socio-economic factors which have led to the growth of the travel and tourism industry. For each, give **one** example of how it impacts on Sussex by the Sea. **[6]**

	Name of socio-economic factor	Impact on Sussex by the Sea
Factor 1		
Factor 2		
Factor 3		

(c) Refer to **Documents 4, 5a** and **5b**.

Compare and contrast the products, facilities and services of Harbour Park and The Flying Fortress.

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3 (a) Refer to **Document 1**.

Name:

- the London airport with a regular rail service to Bognor Regis;

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- the Marina.

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(b) (i) Explain **two** benefits to **the overseas visitor** of using **sea** transport if they are travelling to Sussex by the Sea.

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2: .....

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(ii) Explain **two** benefits to **the overseas visitor** of using **air** transport if they are travelling to Sussex by the Sea.

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2: .....

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(c) Refer to **Documents 6** and **7**.

Evaluate how effectively the facilities of The White Swan Hotel and The Royal Norfolk Hotel meet the needs of business visitors.

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4 Refer to **Documents 6** and **7**.

**(a)** Identify:

- the location of the Festival Theatre;

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- the price of a room at The White Swan Hotel.

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**(b)** Discuss the benefits of accommodation grading schemes to visitors.

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(c) Refer to **Document 8**.

Discuss the benefits of the growth in the short break holiday market to accommodation providers.

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5\* Refer to **Document 8**.

Evaluate the impact of the decline in the domestic long stay holiday market on seaside destinations such as Sussex by the Sea.

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