

ADVANCED GCE
APPLIED TRAVEL AND TOURISM
 Tourism Development

G728



Candidates answer on the question paper

OCR supplied materials:

- Resource booklet

Other materials required:

None

Thursday 16 June 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 that 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 and 1c.

- (a) Describe **two** economic benefits to Wales as a result of it being one of the leading tourism destinations in the UK.

1:

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[4]

- (b) Visit Wales encourages all sectors to sponsor its website.

What is meant by the term 'sponsor'?

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[2]

- (c) Explain **one** benefit to each of the public, private and voluntary sectors of sponsoring the Visit Wales website.

Public sector:

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Private sector:

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Voluntary sector:

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[6]

- (d) Explain **two** advantages to the **tourist** of the network of Tourist Information Centres (TICs) in Wales.

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[4]

- (e) Conwy and its castle have brought many tourists to the area. Discuss the likely ways in which the surrounding area has attempted to maximise visitor spending.

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[8]

- (f)* Visit Wales has adopted a policy of sustainable tourism. With reference to the case study, or any other **UK** area with which you are familiar, evaluate the principles of sustainable tourism.

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[12]

[Total: 36]

2 Refer to Figs. 2a, 2b, 2c and 2d.

- (a) The Dominican Republic is a desirable tourist destination. State **four** reasons to explain its popularity.

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2:

3:

4: [4]

- (b) Explain **two** reasons why national governments in less economically-developed countries (LEDCs) spend vast amounts of money promoting their destinations.

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[6]

- (c) (i) What is meant by the term 'leakage'?

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[2]

- (ii) Describe **two** ways in which 'leakage' may occur in countries such as the Dominican Republic.

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[4]

- (d) Assess the importance to the Dominican Republic of preserving its natural environment.

[8]

- (e) Evaluate the advantages and disadvantages to the host population of the development of the infrastructure in the Dominican Republic.

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[12]

[Total: 36]

3 Refer to Figs. 3a, 3b and 3c.

- (a) Identify **two** traditional activities available to tourists on the Manyallaluk cultural experience.

1:

2: [2]

- (b) Explain **two** benefits to tourists of participating in a cultural experience such as that at Manyallaluk.

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[6]

- (c) Discuss why the preservation of crafts and customs is important to the Aborigine tribes people of Australia.

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[6]

- (d) Explain **two** reasons why visitors are **not** allowed outside the homestead area.

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- (e) The triangular relationship plays an important part in destination management. Discuss how this relationship may benefit cultural destinations such as Manyallaluk in Australia.

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[10]

[Total: 28]

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