

Thursday 12 January 2012 – Morning

AS GCE APPLIED TRAVEL AND TOURISM

G720/01 Introducing Travel and Tourism

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Candidates answer on the Question Paper.

OCR supplied materials:

- Clean copy Case Study

Other materials required:

- Calculators may be used

Duration: 2 hours



Candidate forename					Candidate surname				
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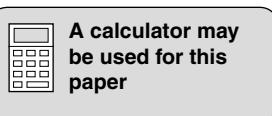
Centre number						Candidate number			
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INSTRUCTIONS TO CANDIDATES

- Write your name, centre number and candidate number in the boxes above. Please write clearly and in capital letters.
- Use black ink. HB pencil may be used for graphs and diagrams only.
- Answer **all** the questions.
- 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).
- 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 **20** pages. Any blank pages are indicated.



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

What is meant by each of the following terms:

- coach tour?

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- motel?

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

[4]

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

Identify and describe **three** types of tourism in Scotland.

[6]

	Type of tourism	Description
1		
2		
3		

- (c) Using the statistics in **Document 1**, draw valid conclusions about overseas tourism to Scotland.

[12]

• [12]

[Total: 22]

2 (a) Refer to Document 2a.

Describe each of the following terms:

- loch;

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- funicular railway;

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- visitor centre.

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.....

[6]

- (b) Refer to Documents 2a and 2b.**

Identify and describe **three** different types of summertime outdoor activities on CairnGorm Mountain. [6]

	Outdoor activity	Description
1		
2		
3		

- (c) Refer to Documents 3 and 4.**

Compare and contrast the products, facilities and services of Edinburgh Castle and The Scottish Parliament.

[10]

. [10]

[Total: 22]

3 (a) Refer to Document 6.

Identify:

- the shoulder months for adventure sports in Scotland;

.....

- the preferred type of accommodation for adventure sports holidaymakers.

..... [2]

(b) Explain **two** benefits to the consumer of booking an adventure package trip.

1:

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.....

.....

2:

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[4]

- (c) Refer to Document 1, Fig. 1e.

Discuss the patterns of seasonality in **domestic** visits to Scotland.

[8]

- (d) The Royal Yacht Britannia (**Document 5**) is an example of a voluntary sector organisation.

Assess the role of voluntary sector organisations in the travel and tourism industry.

[8]

. [8]

[Total: 22]

4 (a) Refer to Document 1.

Identify each of the following:

- the paid attraction with the greatest percentage drop in visitors between 2007 and 2008;

.....

- the percentage of the workforce employed in tourism in Scotland;

.....

- the attraction at Gretna Green;

.....

- the total annual spend by tourists in 2008.

.....

[4]

(b) Describe **three** roles of a national tourist board such as VisitScotland.

1:

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2:

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(c) Refer to Document 5.

Identify and describe **two** advantages to tourists of travelling by car to visit The Royal Yacht Britannia.

1:

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2:

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- (d) Refer to Document 5.**

Discuss the advantages to businesses of using The Royal Yacht Britannia as a venue for corporate entertaining.

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..... [8]

[Total: 22]

- 5*** Refer to Document 7.

Evaluate the importance of external factors to adventure tourism in Scotland.

[12]

. [12]

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