

Friday 18 January 2013 – Morning

AS GCE APPLIED TRAVEL AND TOURISM

G720/01 Introducing Travel and Tourism

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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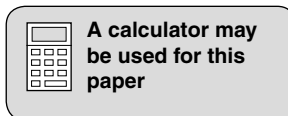
Centre number						Candidate number				
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INSTRUCTIONS TO CANDIDATES

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



1 Refer to **Document 1**.

(a) Identify and describe **three different** modes of transport to Cumbria. [6]

	Identification	Description
1		
2		
3		

(b) Identify and describe **two** outdoor activities undertaken by visitors to Cumbria.

1

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2

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[4]

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

Describe what is meant by each of the following:

- domestic visitor

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- overseas visitor

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- short break.

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[6]

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

Identify and describe **three different** sources of information used by visitors to Cumbria. [6]

	Source of information	Description
1		
2		
3		

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3 (a) Refer to **Documents 4a and 4b**.

Identify each of the following:

- the total length of the Whole North Lakes Traverse
.....
 - the final destination of the North Lakes Short Break holiday
.....
 - the scale of the Ordnance Survey map provided by Mickledore Travel
.....
 - the name of the store in which the discount card is valid.
.....
- [4]

(b) Refer to **Document 4a**.

Evaluate the importance to Mickledore Travel’s customers of it complying with the EU and UK Package Travel Regulations. [8]

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(c) Refer to Document 4b.

Assess the likely advantages to the customer of the options offered by Mickledore Travel.

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4 Refer to **Documents 5a and 5b**.

(a) Identify each of the following:

- the highest road pass in the Lake District used in an included excursion

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- the four poster bed supplement.

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[2]

(b) What is meant by each of the following terms:

- tour operator?

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- travel agent?

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[4]

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END OF QUESTION PAPER

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