

Monday 21 January 2013 – Afternoon

A2 GCE APPLIED TRAVEL AND TOURISM

G728/01 Tourism Development

Candidates answer on the Question Paper.

OCR supplied materials:

- Resource booklet

Other materials required:

None

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.
- 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.

Economic objectives are a part of tourism development.

(a) Explain **two** economic objectives of Westfield Stratford City.

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(b) The Westfield Group is a development company.

Explain **one** role of development companies such as The Westfield Group.

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- (c) Shopping centres such as Westfield Stratford City have won prestigious awards for their contribution to the tourism industry.

Explain **two** reasons why winning awards is likely to affect the popularity and appeal of such destinations.

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2 Refer to Figs 2a and 2b.

(a) Madeira is a desirable tourist destination.

Identify **four** features which may explain its popularity.

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(b) Madeira has been described as the 'Floating Garden of Eden'.

Describe **three** likely environmental objectives which might help to maintain the appeal of the island.

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(c) What do the initials UNESCO stand for?

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Refer to Fig. 2b.

(e) Identify **one**:

- private sector organisation

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- public sector organisation.

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(f) Assess the likely negative economic impacts of the 2010 floods on the island of Madeira. **[10]**

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

(a) Cruise companies such as Royal Caribbean belong to the private sector.

Describe **two** objectives of private sector organisations.

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(b) Explain **three** factors which may account for the increase in the popularity of cruises amongst UK travellers.

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(c) Explain **two** ways in which 'leakage' affects ports of call.

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END OF QUESTION PAPER

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