

**ADVANCED SUBSIDIARY GCE UNIT  
APPLIED TRAVEL AND TOURISM**

**G720**

Unit 1: Introducing Travel and Tourism

**FRIDAY 8 JUNE 2007**

Afternoon

Time: 1 hour 30 minutes

Candidates answer on the question paper.

Additional materials: Pre-released case study material (clean copy)



Candidate  
Name

--

Centre  
Number

--	--	--	--	--

Candidate  
Number

--	--	--	--

**INSTRUCTIONS TO CANDIDATES**

- Write your name, Centre number and candidate number in the boxes above.
- Answer **all** the questions.
- Use blue or black ink.
- Read each question carefully and make sure you know what you have to do before starting your answer.
- If you run out of space for an answer, continue on the lined page at the back of the booklet.
- If you use this lined page, you **must** write the question number next to your answer.
- Do **not** write in the bar code.
- Do **not** write outside the box bordering each page.

**INFORMATION FOR CANDIDATES**

- The number of marks for each question is given in brackets [ ] at the end of each question or part question.
- The total number of marks for this paper is 100.

For Examiner's Use	
1	
2	
3	
4	
5	
Total	

This document consists of **11** printed pages and **1** lined page.

1 (a) Refer to Document 1.

Explain each of the following terms:

(i) 'independent leisure visitor'

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

(ii) 'domestic tourism'

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

(b) Refer to Document 1.

Describe the components of an all-inclusive coach tour.

.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....[6]



2 (a) Refer to Document 2.

Explain each of the following terms:

(i) 'hostel'

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

(ii) 'timeshare'

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

(iii) 'seasonality'

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

(b) Document 2f shows that 81% of overseas visitors to Scotland arrive in the UK by air.

Explain **three other** methods of transport they are likely to use to travel to **and** within Scotland.

Method 1:

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

Method 2:

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

Method 3:

.....  
.....  
.....[6]



3 (a) Cruachan Hotel has been awarded 2 stars by the Scottish Tourist Board.

Explain **two** benefits to the customer of accommodation grading schemes.

Benefit 1:

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

Benefit 2:

.....  
.....  
.....[4]

(b) Identify and explain **two** socio-economic factors that have led to the growth of the travel and tourism industry in Scotland.

Factor 1:

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

Factor 2:

.....  
.....  
.....  
.....  
.....[6]



4 Refer to Document 5a.

(a) (i) Between which dates is the Gondola closed for maintenance?

.....[1]

(ii) Identify the cost of an adult season ticket for the Nevis Range Gondola.

.....[1]

(iii) From which main road is the Nevis Range accessed?

.....[1]

(iv) State the height of Ben Nevis.

.....[1]

(b) Refer to Documents 5a and 5b.

Describe the appeal of **three** different outdoor activities visitors can take part in on the Nevis Range.

Activity 1:

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

Activity 2:

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

Activity 3:

.....  
.....  
.....[6]



(c) Explain **two** roles of the private sector in developing and managing natural attractions such as the Nevis Range Mountain Experience.

Role 1:

.....

.....

.....

.....

.....

Role 2:

.....

.....

.....

.....

.....

[4]





