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Centre Number						Candidate Number				
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**OXFORD CAMBRIDGE AND RSA EXAMINATIONS
ADVANCED GCE**

G728

APPLIED TRAVEL AND TOURISM

Unit 9: Tourism Development

TUESDAY 15 JUNE 2010: Afternoon

DURATION: 2 hours

SUITABLE FOR VISUALLY IMPAIRED CANDIDATES

Candidates answer on the Question Paper

OCR SUPPLIED MATERIALS:

Resource Booklet

OTHER MATERIALS REQUIRED:

None

READ INSTRUCTIONS OVERLEAF

INSTRUCTIONS TO CANDIDATES

- **Write your name clearly in capital letters, your Centre Number and Candidate Number in the boxes on the first page.**
- **Use black ink. Pencil may be used for graphs and diagrams only.**
- **Read each question carefully and make sure that you know what you have to do before starting your answer.**
- **Answer ALL the questions.**
- **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).**
- **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 (*).**

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1 REFER TO FIGS. 1A, 1B AND 1C.

(a) Explain TWO possible reasons for the appeal of Dorset and the New Forest to visitors. [4]

1. _____

2. _____

(b) Explain TWO ways in which the ‘multiplier effect’ may have an impact in Dorset and the New Forest region. [6]

1. _____

2. _____

(c) Explain TWO reasons why the preservation and conservation of the natural environment is important for Dorset and the New Forest region.

[6]

1. _____

2. _____

(d) (i) Refer to FIG. 1B. Identify THREE agents of tourism development. [3]

1. _____

2. _____

3. _____

(ii) Discuss how the activities of the Dorset and the New Forest Tourism Partnership may benefit the TOURIST. [6]

2 REFER TO FIGS. 2A AND 2B.

(a) Libya is an LEDC. What do the initials LEDC stand for? [2]

(b) Describe THREE ECONOMIC objectives of tourism development for Libya. [6]

1. _____

2. _____

3. _____

(c) Gruppo Norman is a private development company. State TWO roles of a private development company. [2]

1. _____

2. _____

(d) Explain TWO major developments to its infrastructure which are necessary for the growth of Farwa Island as a tourist destination. [4]

1. _____

2. _____

3 REFER TO FIGS. 3A AND 3B.

(a) Refer to FIG. 3A. Identify TWO new tourist market segments which Ibiza is hoping to attract. [2]

1. _____

2. _____

(b) Explain TWO reasons why it is important for Ibiza to diversify its tourism product. [6]

1. _____

2. _____

(c) (i) State the sector to which Thomas Cook belongs. [1]

(ii) Describe TWO objectives of this sector. [4]

1. _____

2. _____

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(d) Ibiza has a reputation of being ‘the world’s foremost party island’. Assess the negative SOCIO-CULTURAL impacts which this may have had on the island. [8]

(e) Evaluate the measures which are being taken in Ibiza to ensure successful long-term tourism management in the destination. [10]

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