

Thursday 12 January 2012 – 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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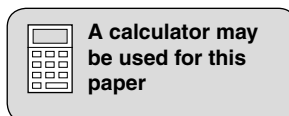
Centre number							Candidate number				
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INSTRUCTIONS TO CANDIDATES

- 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 **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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..... [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		

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]

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]

3:
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..... [6]

(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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..... [4]

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..... [8]

[Total: 22]

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