

OXFORD CAMBRIDGE AND RSA EXAMINATIONS
Advanced Subsidiary GCE

APPLIED TRAVEL AND TOURISM

G720

Unit 1: Introducing Travel and Tourism

Thursday **15 JUNE 2006** Afternoon 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												
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TIME 1 hour 30 minutes

INSTRUCTIONS TO CANDIDATES

- Write your name, Centre number and candidate number in the space above.
- Write your answers in blue or black ink in the spaces provided on the question paper.
- Answer **all** the questions.
- 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.

INFORMATION FOR CANDIDATES

- The number of marks available is shown 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 question paper consists of 11 printed pages and 1 lined page.

1 (a) Refer to Document 1b.

Explain each of the following terms:

(i) 'leisure visitor'

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..... [2]

(ii) 'business visitor'

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..... [2]

(b) Explain **two** examples of perishability in travel and tourism.

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..... [6]

2 (a) Explain each of the following terms:

(i) 'scheduled flights'

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..... [2]

(ii) 'charter flights'

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..... [2]

(iii) 'accommodation grading scheme'

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..... [2]

(b) Refer to Document 2.

Explain **three** benefits to visitors of travelling by ferry to the Channel Islands.

Benefit 1:
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Benefit 2:
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.....

Benefit 3:
.....
..... [6]

3 (a) Explain each of the following terms:

(i) 'en-suite accommodation'

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..... [2]

(ii) 'low season'

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..... [2]

(b) Explain **three** ways in which a commercial travel and tourism organisation obtains funds.

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..... [6]

4 (a) Explain each of the following terms:

(i) 'tourist attraction'

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..... [2]

(ii) 'half board'

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..... [2]

(iii) 'transfers'

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..... [2]

