

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

**G720**

Unit 1: Introducing Travel and Tourism

**WEDNESDAY 10 JANUARY 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

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Candidate  
Number

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**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.





2 Refer to Document 2.

(a) Explain each of the following terms:

(i) 'peak season'

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

(ii) 'day trip visitor'

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

(iii) 'conference tourism'

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

(b) Identify and describe **three** different methods of transportation to Bradford.

Method 1:

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

Method 2:

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

Method 3:

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



3 (a) Refer to Documents 1b and 5.

Outline **two** possible reasons why Flamingo Land Theme Park and Zoo is the most popular Yorkshire attraction charging admission.

Reason 1:

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

Reason 2:

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

[4]

(b) Refer to Document 4.

Identify and explain **three** likely sources of funding for a voluntary sector travel and tourism organisation such as the National Trust.

Source 1:

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

[2]

Source 2:

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

[2]

Source 3:

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

[2]













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