OCR
RECOGNISING ACHIEVEMENT

ADVANCED SUBSIDIARY GCE

APPLIED TRAVEL AND TOURISM

G720

Introducing Travel and Tourism

Candidates answer on the Question Paper

OCR Supplied Materials:
- Clean copy Case Study

Other Materials Required:
- Calculators may be used

Wednesday 26 May 2010
Morning

Duration: 2 hours

Candidate Forename		Candidate Surname	

Centre Number						Candidate Number				

INSTRUCTIONS TO CANDIDATES

- Write your name clearly in capital letters, your Centre Number and Candidate Number in the boxes above.
- 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.
- Do **not** write in the bar codes.
- 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).

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 **16** pages. Any blank pages are indicated.

A calculator may be used for this paper

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1 **(a)** Refer to **Document 1**.

What is meant by each of the following terms?

- non-serviced accommodation

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- direct employment

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

(b) State and describe **three** types of serviced accommodation. **[6]**

	Accommodation type	Description of accommodation
1		
2		
3		

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(c) Using the statistics in **Document 1 (Figs. 1a–1f)**, draw valid conclusions about visitor expenditure in Liverpool.

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[Total: 22]

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2 **(a)** Refer to **Document 2** (**Figs**. **2a** and **2b**).

Describe each of the following terms:

- National Trust;

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- country park;

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- safari park.

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(b) Refer to **Document 2** (**Figs**. **2a** and **2b**).

Identify **three** different types of built attraction in Liverpool. For **each** attraction, suggest the likely nature of its appeal. **[6]**

	Identification of built attraction	Identification of likely appeal
1		
2		
3		

(c) Refer to **Documents 3** and **4**.

Compare and contrast the products, facilities and services of The Beatles Story and 20 Forthlin Road/Mendips.

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[Total: 22]

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3 **(a)** Refer to **Fig. 5a**.

Identify the following:

- the attraction **most** likely to be visited by visitors to Liverpool;

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- the cathedral most likely to be visited by visitors to Liverpool.

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

(b) Refer to **Fig. 5b**.

Explain **two** reasons for visits to Liverpool.

1: .....

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2: .....

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(c) Refer to **Fig. 5c**.

Assess the suitability of the range of methods of transport to Liverpool for business visitors.

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(d) Discuss the changing socio-economic factors that influence tourism to Liverpool.

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[Total: 22]

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4 **(a)** Refer to **Document 6**.

Identify each of the following:

- a canal;

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- a World Heritage Site;

  .....

- the ferry terminal at Birkenhead;

  .....

- the earliest departure time for a River Explorer Cruise from Pier Head.

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

(b) With reference to **Document 6**, identify and describe **two** activities for children at Seacombe Terminal.

1: .....

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2: .....

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(c) Describe **three** roles of organisations involved in tourism promotion.

1: .....

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2: .....

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3: .....

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(d) With reference to **Document 7**, discuss the advantages to groups of visiting the Williamson Tunnels.

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[Total: 22]

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5* Refer to **Document 8**.

Evaluate the importance of events such as the Grand National to tourism destinations.

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