

ADVANCED SUBSIDIARY GCE
APPLIED TRAVEL AND TOURISM
Introducing Travel and Tourism

G720

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	
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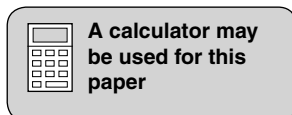
Centre Number						Candidate Number				
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INSTRUCTIONS TO CANDIDATES

- 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.



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		

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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[6]

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

Identify the following:

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

.....

- 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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..... [4]

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

1:

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3:

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[6]

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