OCR
RECOGNISING ACHIEVEMENT

Tuesday 17 January 2012 – Afternoon

A2 GCE APPLIED TRAVEL AND TOURISM

G728/01 Tourism Development

Candidates answer on the Question Paper.

OCR supplied materials:
- Resource booklet

Other materials required:
None

Duration: 2 hours

Candidate forename		Candidate surname	

Centre number						Candidate number				

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.
- Candidates are recommended to spend 15 minutes reading through the case studies before attempting to answer the questions.

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.

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1 Refer to **Figs. 1a and 1b.**

(a) Identify an agent of tourism development from each of the following sectors:

- private;

  .....

- public;

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- voluntary.

  ..... **[3]**

(b) Explain **two** purposes of a national park such as the Lake District National Park.

1: .....

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2: .....

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..... **[6]**

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(c) Explain **two** reasons why the promotion of tourist destinations is important to areas such as the Lake District National Park.

1: .....

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2: .....

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..... **[6]**

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(d) Discuss how the partnership between the agents of tourism development in the Lake District National Park area may benefit the tourist.

..... **[8]**

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(e)* Evaluate the importance to the Lake District's environment of outdoor users following the 'code of good environmental practice'.

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..... **[12]**

[Total: 35]

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2 Refer to **Figs. 2a and 2b.**

(a) Explain **two** reasons why visitors are attracted to Bermuda as a tourist destination.

1: .....

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2: .....

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

(b) Explain **two** ways in which tourism training of the host population is an important feature of destination management.

1: .....

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2: .....

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(c) Other than tourism training, discuss ways in which government tourist departments can assist in developing tourism in destinations such as Bermuda.

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(d) Assess the possible **negative** economic impacts on Bermuda of the decline in visitor numbers in the first quarter of 2009.

..... **[8]**

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(e) Evaluate the importance of the 'triangular relationship' in ensuring that future tourism is sustainable in destinations such as Bermuda.

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..... **[10]**

[Total: 34]

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3 Refer to **Fig. 3.**

(a) Identify **two** new niche markets which Portugal's Algarve region is hoping to attract.

1: .....

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

(b) Explain **two** reasons why it is important for Portugal's Algarve region to diversify its tourism product.

1: .....

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2: .....

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..... **[6]**

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(c) **(i)** Identify the sector to which Thomas Cook belongs.

..... **[1]**

(ii) Describe **two** objectives of this sector.

1: .....

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2: .....

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

(d) Portugal's Algarve region has a large number of all-inclusive resorts.

Assess the negative **socio-cultural** impacts which a large number of all-inclusive resorts is likely to have had on a region such as Portugal's Algarve.

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(e) In relation to Portugal's Algarve region, evaluate the likely impact on the environment of the achievement of 69 Blue Flag Beach Awards.

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..... **[10]**

[Total: 31]

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