

Tuesday 15 May 2012 – Morning

AS GCE APPLIED TRAVEL AND TOURISM

G720/01 Introducing Travel and Tourism

Candidates answer on the Question Paper.

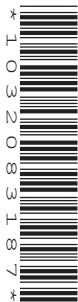
OCR supplied materials:

- Clean copy Case Study

Other materials required:

- Calculators may be used

Duration: 2 hours



Candidate forename		Candidate surname	
Centre number		Candidate number	

MODIFIED LANGUAGE

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.

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**

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

Identify and describe **three different** methods of booking trips to Wales in advance.

[6]

	Identification	Description
1		
2		
3		

(b) Explain **two** services from Tourist Information Centres (TICs).

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2:

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..... [4]

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2 (a) Refer to Document 2.

Describe what each of the following mean:

- nature attraction;

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- staying visitor;

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- historic site.

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..... [6]

(b) Name and describe three different types of private sector ownership in travel and tourism. [6]

	Type of private sector ownership	Description
1		
2		
3		

(c) Refer to Documents 3 and 4.

Compare and contrast the products, facilities and services of the Centre for Alternative Technology (CAT), and Powis Castle and Garden.

[illegible]

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Turn over

3 Refer to Document 4.

(a) Explain **two** advantages to the National Trust (NT) of using volunteer staff.

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2:

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..... [4]

(b) Evaluate the sources of income for voluntary sector travel and tourism organisations such as the NT and the CAT.

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(c) Refer to Document 3.

This image shows a blank sheet of white paper with ten horizontal dashed lines, typical of primary-ruled notebook paper. The lines are evenly spaced and extend across the width of the page. There is no handwriting or other markings on the paper.

4 Refer to **Document 5**.

(a) Write the name of:

- the National Park;

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- the award for clean and safe beaches.

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

(b) Refer to **Document 6**.

What do the following terms mean:

- low season;

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- industrial heritage?

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

(c) Discuss the benefits to an accommodation provider of accommodation grading schemes.

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Evaluate how effectively the facilities of Bryn Elltyd Eco Guest house meet the needs of holidaying families.

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Turn over

5* In **Document 7**, Visit Wales says that ‘there is growing environmental awareness among visitors’.

Evaluate the impact of changing consumer needs and expectations on holiday destinations.

[illegible]

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