

## 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							
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Centre Number				Candidate Number			

## **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 Exam	iner's Use
1	
2	
3	
4	
5	
Total	

This document	consists	of <b>11</b>	printed	pages	and 1	l lined	page.

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Ref	er to	Document 1a.
(a)	Des	cribe each of the following terms:
	(i)	'serviced accommodation'
		[2]
	(ii)	'room occupancy'
		[2]
(b)		Yorkshire Tourist Board (YTB) is a partnership of different organisations. lain the role of the YTB in this partnership.
		ro.

(c)	Using the statistics in Documents 1a and 1b, draw valid conclusions about visitor spending in Yorkshire.
	[12]
	· ·

2	Refer t	o Document 2.	
	(a) E	xplain each of the following terms:	
	(i)	'peak season'	
			2
	(ii)	'day trip visitor'	
			[2
	(iii)	'conference tourism'	
			[2
	<b>(b)</b> Id	entify and describe <b>three</b> different methods of transportation to Bradford.	
		ethod 1:	
	•••		
			[2
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-	(c)	Refer to	<b>Documents</b>	3	and	4
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3	(a)	Refer to Documents 1b and 5.
		Outline <b>two</b> 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 <b>three</b> 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]

(c)	Refer to Document 6.
	Discuss the appeal of National Parks and National Trails in Yorkshire to different visitor groups.

.....[12]

4	(a)	Des	scribe the components of a package holiday.
			[6]
	(b)	Ref	er to Document 1b.
		(i)	From which UK region do most tourists to Yorkshire originate?
			[1]
		(ii)	Identify the most popular form of accommodation used by overseas tourists to Yorkshire.
			[1]
		(iii)	Identify the percentage of overseas visitors to Yorkshire who are on a business trip.
			[1]
		(iv)	Identify the most popular free attraction in Yorkshire.
			[1]

	(v)	Explain the patterns of seasonality in tourism to Yorkshire.
		[4]
(c)	Refe	er to Document 5.
		cuss how Flamingo Land's Holiday Village is attempting to meet changing consumer needs
	and	expectations.
		[8]

	10
5	Refer to Document 2.
	Evaluate the issues and problems facing tourism in Bradford.

.....[12]

[Total: 12]

If you use the following lined page to complete the answer to any question, the question number <b>must</b> be clearly shown.		

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