

**OXFORD CAMBRIDGE AND RSA EXAMINATIONS  
AS GCE**

**G720/01**

**APPLIED TRAVEL AND TOURISM**

**Introducing Travel and Tourism**

**TUESDAY 13 MAY 2014: Morning**

**DURATION: 2 hours**

**plus your additional time allowance**

**MODIFIED ENLARGED**

<b>Candidate forename</b>		<b>Candidate surname</b>	
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<b>Centre number</b>						<b>Candidate number</b>				
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**Candidates answer on the Question Paper.**

**OCR SUPPLIED MATERIALS:**

**Clean copy Case Study**

**OTHER MATERIALS REQUIRED:**

**Calculators may be used**

<b>A calculator may be used for this paper</b>
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**READ INSTRUCTIONS OVERLEAF**

## **INSTRUCTIONS TO CANDIDATES**

**Write your name, centre number and candidate number in the boxes on the first page. 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).**

## **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 (\*).**

**Any blank pages are indicated.**

**BLANK PAGE**

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**1 Refer to DOCUMENT 1.**

**(a) Identify EACH of the following:**

**the principal landowner on the islands**

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**the names of the islands which cruise liner  
passengers come ashore to visit**

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**the name of the ferry**

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**the length of adopted highway on St Mary's.**

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**[4]**

**(b) Describe what is meant by EACH of the following terms: [6]**

**shoulder period**

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**long-stay visitor**

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**heliport**

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**(c) Identify and explain the TWO initiatives put in place to extend the main visitor season on the Isles of Scilly.**

**1** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**2** \_\_\_\_\_

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\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**[4]**



[illegible]

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## **2 Refer to DOCUMENT 2.**

**(a) Describe what is meant by EACH of the following:**

**Heritage Coast**

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**Scheduled Ancient Monument**

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**[4]**

**(b) Identify and describe THREE DIFFERENT types of travel and tourism business which provide employment on the Isles of Scilly. [6]**

Type of business	Description

[illegible]

[illegible]

**3 (a) Refer to DOCUMENTS 3A AND 3B.**

**What is meant by each of the following:**

**VisitEngland?**

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**guesthouse?**

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**[4]**

**(b) Refer to DOCUMENTS 3A AND 3B.**

**Assess the importance to accommodation providers on the Isles of Scilly of recognition by accreditation organisations such as Enjoy England and the AA. [8]**

[illegible]



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**(c) Refer to DOCUMENTS 4 AND 5.**

**Compare and contrast the products, facilities and services of the Star Castle Hotel and Seaways Farm Holiday Homes. [10]**

[illegible]

[illegible]

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**4 (a) Refer to DOCUMENT 6A.**

**Identify and describe the TWO types of catering option which are available for guests of the Sea Garden Cottages at the Island Hotel.**

**1** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**2** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**[4]**

**(b) Refer to DOCUMENTS 6A AND 6B.**

**Assess the advantages and disadvantages to a group of renting a larger Sea Garden Cottage. [8]**

[illegible]

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**(c) Refer to DOCUMENT 7.**

**Assess the advantages to leisure travellers of choosing an all-inclusive course at St Martin's Bakery. [10]**

[illegible]



[illegible]

**Evaluate the impact seasonality has on holiday destinations such as the Isles of Scilly. [12]**

[illegible]

[illegible]

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## END OF QUESTION PAPER



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