

**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	
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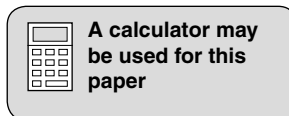
Centre number							Candidate number				
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**INSTRUCTIONS TO CANDIDATES**

- 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.









2 (a) Refer to **Document 2**.

Describe what is meant by each of the following:

- nature attraction;

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- staying visitor;

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- historic site.

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..... [6]













4 Refer to **Document 5**.

(a) Identify each of the following:

- the National Park;

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- the award given for clean and safe beaches.

..... [2]

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

What is meant by each of the following terms:

- 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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..... [8]

[Total: 22]





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