

Tuesday 14 May 2013 – 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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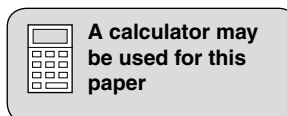
Centre number						Candidate number				
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INSTRUCTIONS TO CANDIDATES

- 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.



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

What is meant by each of the following terms:

- Tourist Information Centre?

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- hire car?

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[4]

(b) State and describe **three** types of serviced accommodation.

	Type of serviced accommodation	Description
1		
2		
3		

[6]

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

Describe each of the following terms:

- international airport

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- en-suite bedroom

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- timeshare apartment.

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[6]

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

Identify and describe **three different** types of leisure activity and related facilities at Menzies Welcombe Hotel.

	Leisure activity	Description of facilities
1		
2		
3		

[6]

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3 (a) Refer to **Document 5**.

Identify each of the following:

- the location of Shakespeare's Grave

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- the name of the canal.

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[2]

(b) Explain **two** roles of public sector organisations such as Stratford-upon-Avon District Council in the travel and tourism industry.

1

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2

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[4]

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

Explain **two** benefits to the visitor of taking a short break cruise on the Rosalind.

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2

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[4]

(d) Refer to **Document 7**.

Assess the advantages to groups of booking a cruise with Bancroft Cruisers. [12]

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4 Refer to **Document 8**.

(a) Identify each of the following:

- how long the guided Theatre Tour takes

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- the height of the viewing platform in the Tower

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- a nearby area from which produce comes for the Rooftop Restaurant

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- the starting price of the fixed price menu.

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[4]

(b) Identify and describe **two** ICT developments which assist visitors in accessing the products and services of the Royal Shakespeare Theatres.

1

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2

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[4]

(c) Identify and explain **two** likely advantages to corporate customers of hiring the Round Room for a function.

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[4]

(d) The Royal Shakespeare Company's (RSC) recommended hotel in Stratford-upon-Avon is the Arden Hotel.

Discuss the benefits to **both** businesses **and** customers of such an arrangement. [10]

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END OF QUESTION PAPER



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