

**Tuesday 11 June 2013 – Morning**

**A2 GCE APPLIED TRAVEL AND TOURISM**

**G728/01** Tourism Development

Candidates answer on the Question Paper.

**OCR supplied materials:**

- Resource booklet

**Other materials required:**

None

**Duration: 2 hours**



Candidate forename		Candidate surname	
--------------------	--	-------------------	--

Centre number						Candidate number				
---------------	--	--	--	--	--	------------------	--	--	--	--

**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.
- Candidates are recommended to spend 15 minutes reading through the case studies before attempting to answer the questions.

**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 **20** pages. Any blank pages are indicated.

**1 Refer to Figs 1a, 1b, 1c and 1d.**

**(a) (i)** The Isle of Man's tourism strategy '2020 Vision' has five key aspects.

Choose **three** of these aspects and explain how each may benefit tourism to the Isle of Man. **[9]**

Aspect 1 .....

Explanation .....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

Aspect 2 .....

Explanation .....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

Aspect 3 .....

Explanation .....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(ii) Explain **two** ways in which stakeholders will need to work together in order to ensure a prosperous future for the Isle of Man.

1 .....

.....

.....

.....

.....

.....

2 .....

.....

.....

.....

.....

.....

[4]



(d) Explain **two** reasons why the preservation of culture is important to tourist destinations such as the Isle of Man.

1.....  
.....  
.....  
.....  
.....  
.....  
.....

2.....  
.....  
.....  
.....  
.....  
.....

[4]

**(e)\*** Evaluate the economic impact on the Isle of Man of it hosting the annual TT races for two weeks each year. [12]

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

2 Refer to Figs 2a and 2b.

(a) Describe **two** possible reasons for the appeal of Myanmar to visitors.

1.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....

2.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....

[4]



(b) Myanmar's developing tourism industry will create opportunities for the agents of tourism development.

Explain how each of the following may benefit:

- UK tour operators

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

- international hotel chains.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

[6]

(c) Explain **two** possible reasons why the current government in Myanmar is now encouraging people to visit Myanmar.

1.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....

2.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....

[6]

(d) The Burma Campaign UK and the Free Burma campaign are examples of pressure groups.

Explain **two** roles of pressure groups in travel and tourism.

1.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

2.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

[6]



.....

.....

.....

.....

.....

3 Refer to Figs 3a, 3b and 3c.

(a) Define the term 'sustainable tourism'.

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

(b) Explain **two** likely benefits to an organisation of winning a sustainable tourism award.

1.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....

2.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....

[6]

(c) Describe the trends in the market for sustainable tourism products.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

..... [4]







.....

.....

.....

.....

**END OF QUESTION PAPER**

**PLEASE DO NOT WRITE ON THIS PAGE**

**PLEASE DO NOT WRITE ON THIS PAGE**



**Copyright Information**

OCR is committed to seeking permission to reproduce all third-party content that it uses in its assessment materials. OCR has attempted to identify and contact all copyright holders whose work is used in this paper. To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced in the OCR Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download from our public website ([www.ocr.org.uk](http://www.ocr.org.uk)) after the live examination series.

If OCR has unwittingly failed to correctly acknowledge or clear any third-party content in this assessment material, OCR will be happy to correct its mistake at the earliest possible opportunity.

For queries or further information please contact the Copyright Team, First Floor, 9 Hills Road, Cambridge CB2 1GE.

OCR is part of the Cambridge Assessment Group; Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.