

Tuesday 13 May 2014 – Morning

AS GCE APPLIED TRAVEL AND TOURISM

G720/01 Introducing Travel and Tourism

Candidates answer on the Question Paper.

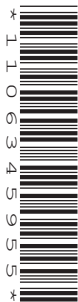
OCR supplied materials:

- Clean copy Case Study

Other materials required:

- Calculators may be used

Duration: 2 hours



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

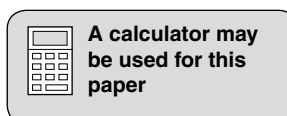
Centre number						Candidate number				
---------------	--	--	--	--	--	------------------	--	--	--	--

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.

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 **Document 1**.

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

- the principal landowner on the islands

.....

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

.....

- the name of the ferry

.....

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

.....

[4]

(b) Describe what is meant by **each** of the following terms:

[6]

- shoulder period

.....

.....

.....

.....

.....

.....

- long-stay visitor

.....

.....

.....

.....

.....

.....

- heliport

.....

.....

.....

.....

.....

.....

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

1

.....

.....

.....

.....

.....

2

.....

.....

.....

.....

.....

[4]

2 Refer to **Document 2**.

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

- Heritage Coast

.....

.....

.....

.....

.....

.....

- Scheduled Ancient Monument

.....

.....

.....

.....

.....

.....

[4]

(b) Identify and describe **three different** types of travel and tourism business which provide employment on the Isles of Scilly.

Type of business	Description

[6]

(c) Using the statistics in **Document 2**, draw valid conclusions about trends in visitors to the Isles of Scilly. [12]

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

A series of 25 horizontal dotted lines spanning the width of the page, providing a template for writing.

3 (a) Refer to **Documents 3a and 3b**.

What is meant by each of the following:

- VisitEngland?

.....

.....

.....

.....

.....

.....

- guesthouse?

.....

.....

.....

.....

.....

.....

[4]

.....

.....

.....

.....

.....

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]

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

END OF QUESTION PAPER

18
BLANK PAGE

19
BLANK 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) 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.