



**Thursday 5 June 2014 – 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	
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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.
- Candidates are recommended to spend 15 minutes reading through the case studies in the resource booklet 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, and 1c.

(a) Using Fig 1a, explain **two** economic reasons why tourism is important to Shropshire.

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2 .....

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..... [4]

(b) Using Fig 1b, identify an agent of tourism development from each of the following sectors:

- private  
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- public  
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- voluntary  
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[3]

(c) Describe **two** objectives of an Area of Outstanding Natural Beauty (AONB).

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[4]







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2 Refer to Figs 2a, 2b and 2c.

(a) What do the initials GDP stand for?

..... [1]

(b) Explain **two** roles of national tourist organisations.

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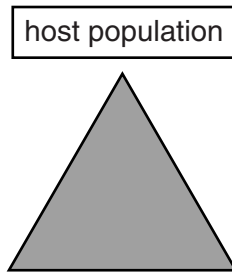
[4]







- (e) (i) One component of successful destination management is the **host population**. State the other **two** components.



1.....

2.....

[2]



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

**(a)** Describe **three** possible reasons why Fiji appeals to visitors.

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**[6]**

(b) Explain **two** socio-cultural objectives of tourism development.

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[4]

(c) What is meant by an 'eco-friendly lodge'?

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[2]







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**END OF QUESTION PAPER**

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