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Centre Number						Candidate Number				
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**OXFORD CAMBRIDGE AND RSA EXAMINATIONS
ADVANCED SUBSIDIARY GCE**

G720

APPLIED TRAVEL AND TOURISM

Unit 1: Introducing Travel and Tourism

WEDNESDAY 3 JUNE 2009: Afternoon

DURATION: 1 hour 30 minutes

SUITABLE FOR VISUALLY IMPAIRED CANDIDATES

Candidates answer on the question paper

OCR SUPPLIED MATERIALS:

Clean copy Case Study

OTHER MATERIALS REQUIRED:

None

READ INSTRUCTIONS OVERLEAF

INSTRUCTIONS TO CANDIDATES

- **Write your name clearly in capital letters, your Centre Number and Candidate Number in the boxes on the first page.**
- **Use black ink. Pencil may be used for graphs and diagrams only.**
- **Read each question carefully and make sure that you know what you have to do before starting your answer.**
- **Answer ALL the questions.**
- **Write your answer to each question in the space provided.**

INFORMATION FOR CANDIDATES

- **The number of marks for each question is given in brackets [] at the end of each question or part question.**
- **The total number of marks for this paper is 100.**

1 (a) Refer to DOCUMENT 1a.

Explain each of the following terms: [4]

- **tourist attraction;**

- **maritime heritage.**

(b) Refer to DOCUMENT 1a.

Identify and describe THREE services provided by Visitor Information Centres in Portsmouth. [6]

Service 1: _____

Description: _____

Service 2: _____

Description: _____

Service 3: _____

Description: _____

(c) Using the statistics in DOCUMENT 1b, draw valid conclusions about the types of visitor to Portsmouth. [12]

2 (a) Refer ONLY to DOCUMENT 1a.

Identify each of the following: [4]

- **a ferry port in Spain with links from Portsmouth;**

- **a ferry port in France with links from Portsmouth;**

- **a world-class shopping and leisure development in Portsmouth;**

- **the seaside resort of Portsmouth.**

(b) Refer to DOCUMENT 1a.

Explain each of the following terms in the context of travel and tourism: [6]

- **public sector;**

- **private sector;**

- **public and private partnership.**

(c) Refer to DOCUMENT 2.

Identify and explain THREE ways in which Gunwharf Quays appeals to day visitors. [6]

Way 1: _____

Explanation: _____

Way 2: _____

Explanation: _____

Way 3: _____

Explanation: _____

(d) Refer to DOCUMENTS 1a, 1b AND 2.

Gunwharf Quays has a 130-bedroom Express by Holiday Inn hotel.

Discuss other accommodation types available in Portsmouth. [6]

[Total: 22]

3 (a) Refer to DOCUMENTS 3a AND 3b.

Identify and describe THREE visitor attractions at Portsmouth Historic Dockyard. [6]

Attraction 1: _____

Description: _____

Attraction 2: _____

Description: _____

Attraction 3: _____

Description: _____

(b) Refer to DOCUMENTS 3a AND 3b.

Identify and explain THREE services which Portsmouth Historic Dockyard offers to meet the needs of business visitors. [6]

Service 1: _____

Explanation: _____

Service 2: _____

Explanation: _____

Service 3: _____

Explanation: _____

(c) Refer to DOCUMENTS 4a, 4b, 5a AND 5b.

Compare and contrast the products, facilities and services of The Royal Marines Museum and Fort Nelson. [10]

[Total: 22]

4 (a) Refer to DOCUMENTS 3a, 3b, 4a, 4b, 5a AND 5b.

These visitor attractions have cafés and shops.

(i) Explain ONE advantage TO THE ATTRACTION of providing these services. [3]

(ii) Explain ONE advantage TO VISITORS of the provision of these services. [3]

(c) Refer to DOCUMENT 2.

Discuss the accessibility of Gunwharf Quays to visitors. [8]

[Total: 22]

5 Refer to DOCUMENTS 1a AND 1b.

**Evaluate the importance of tourism to Portsmouth.
[12]**

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