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.
Refer to Document 1.

(a) Identify and describe three different modes of transport to Cumbria. [6]

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<th>Identification</th>
<th>Description</th>
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(b) Identify and describe two outdoor activities undertaken by visitors to Cumbria. [4]

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(c) Using the statistics, draw valid conclusions about staying visitors to Cumbria. [12]
2 (a) Refer to Document 1.

Describe what is meant by each of the following:

- **domestic visitor**

- **overseas visitor**

- **short break.**

(b) Refer to Document 1.

Identify and describe three different sources of information used by visitors to Cumbria. [6]

<table>
<thead>
<tr>
<th>Source of information</th>
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(c) Refer to Documents 2 and 3.

Compare and contrast the products, facilities and services of Hill Top and Carlisle Castle. [10]
3 (a) Refer to Documents 4a and 4b.

Identify each of the following:

- the total length of the Whole North Lakes Traverse

- the final destination of the North Lakes Short Break holiday

- the scale of the Ordnance Survey map provided by Mickledore Travel

- the name of the store in which the discount card is valid.

(b) Refer to Document 4a.

Evaluate the importance to Mickledore Travel’s customers of it complying with the EU and UK Package Travel Regulations.
(c) Refer to Document 4b.

Assess the likely advantages to the customer of the options offered by Mickledore Travel. [10]
4 Refer to Documents 5a and 5b.

(a) Identify each of the following:

- the highest road pass in the Lake District used in an included excursion

- the four poster bed supplement.

(b) What is meant by each of the following terms:

- tour operator?

- travel agent?
(c) Shearings uses a range of technology by which customers can access information about its holidays.

Discuss the benefits to the customer of the provision of accessible information about holidays.
(d) Evaluate how effectively Shearings meets the needs of single travellers.
5* Refer to Document 6.

Evaluate ways in which the public and private sectors in Cumbria need to work more closely together in order to provide a better ‘tourist experience’. [12]