

Friday 5 June 2015 – 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, 1c** and **1d**.

(a) Describe **two** benefits to the tourist of using Warwick's local TIC (Tourist Information Centre).

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[4]

(b) Identify and explain **two** economic benefits to Warwick of it being one of the leading tourist destinations in the UK.

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(c) Refer to **Fig 2c**.

Alaska is a desirable tourist destination. Identify **four** activities which may explain its popularity.

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3 Refer to **Fig. 3a** and **3b**.

(a) Describe **two** political objectives of tourism development.

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[4]

(b) Identify and explain **two** reasons why visitors had been advised against travelling to Egypt in 2013.

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[4]

(c) State the sector to which ABTA belongs.

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END OF QUESTION PAPER

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