

# OCR

Oxford Cambridge and RSA

## Monday 16 May 2016 – 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	
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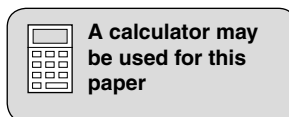
Centre number						Candidate number				
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#### INSTRUCTIONS TO CANDIDATES

- 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. If additional space is required, you should use the lined page(s) at the end of this booklet. The question number(s) must be clearly shown.
- 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.



1 (a) Refer to **Document 1**.

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

- weekend getaway

.....  
.....  
.....

- boutique hotel

.....  
.....  
.....

- festival

.....  
.....  
.....

[6]

(b) Refer to **Document 1**.

Identify **each** of the following:

- the owner of the castle complex

.....

- the name of Chester's river

.....

- the number of spectators at the Olympic torch relay

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- the name of the hotel with upgraded conference facilities.

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[4]



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2 (a) Refer to **Document 2**.

What is meant by **each** of the following terms:

- day visitors

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- serviced accommodation

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.....

- direct employment?

.....

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.....

[6]

(b) Describe the roles of each of the following sectors in the travel and tourism industry.

Sector	Description of role
Private	
Public	
Voluntary	

[6]



3 (a) Refer to **Document 5**.

Identify and explain **two** services provided for business guests at Edgar House.

1 .....

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2 .....

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[6]

(b) Refer to **Document 5**.

State and explain **two** benefits to the visitor of accommodation grading schemes.

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2 .....

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[6]





4 Refer to **Document 7**.

(a) Describe what is meant by the term guided coach tour.

.....  
.....  
.....  
..... [2]

(b) Describe **three** services provided by a travel agency.

1 .....

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2 .....

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3 .....

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.....

[6]

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

- the cost of the trip per person  
.....
  - the number of carriages on the train.  
.....
- [2]

(d) Assess the appeal of a trip to Chester on the Belmond Northern Belle to different types of tourist. **[12]**

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**END OF QUESTION PAPER**

**ADDITIONAL ANSWER SPACE**

If additional space is required, you should use the following lined page(s). The question number(s) must be clearly shown in the margins.

A large area of lined paper for writing answers. It features a vertical solid line on the left side, creating a margin. The rest of the page is filled with horizontal dotted lines, providing space for writing. The lines are evenly spaced and extend across the width of the page.

A large rectangular area with a vertical solid line on the left side and horizontal dotted lines across the rest of the page, providing a space for writing answers.



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