

OXFORD CAMBRIDGE AND RSA EXAMINATIONS
AS GCE
G720/01
APPLIED TRAVEL AND TOURISM
Introducing Travel and Tourism
MONDAY 16 MAY 2016: Morning
DURATION: 2 hours
plus your additional time allowance
MODIFIED ENLARGED 24pt

Candidate forename						Candidate surname					
Centre number						Candidate number					

Candidates answer on the Question Paper.

OCR SUPPLIED MATERIALS:
Clean copy Case Study

OTHER MATERIALS REQUIRED:
Calculators may be used

A calculator may be used for this paper
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READ INSTRUCTIONS OVERLEAF



INSTRUCTIONS TO CANDIDATES

Write your name, centre number and candidate number in the boxes on the first page. 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.

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 (*).

Any blank pages are indicated.

BLANK PAGE

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

the name of the hotel with upgraded conference facilities.

[4]

(c) Refer to DOCUMENT 2.

Using the statistics, draw valid conclusions about the trends in tourism in Cheshire West and Chester. [12]

[illegible]

[illegible]

2 (a) Refer to DOCUMENT 2.

What is meant by EACH of the following terms:

day visitors

serviced accommodation

direct employment?

[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]

(c) Refer to DOCUMENTS 3 AND 4.

Compare and contrast the products, facilities and services of Blue Planet Aquarium and Chester Zoo. [10]

[illegible]

3 (a) Refer to DOCUMENT 5.

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

1 _____

2 _____

[6]

(b) Refer to DOCUMENT 5.

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

1 _____

2 _____

[6]

(c) Refer to DOCUMENT 6.

Assess the advantages to groups of staying at Chester Backpackers. [10]

[illegible]

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

2

3

[6]

(c) Identify EACH of the following:

the cost of the trip per person

the number of carriages on the train.

[2]

[illegible]

[illegible]

5* Refer to DOCUMENT 1.

Evaluate the importance of events to tourist destinations such as Chester. [12]

[illegible]

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

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.

[illegible]



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