

Wednesday 15 June 2016 – Afternoon

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



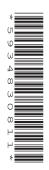
Candidate forename				Candidate surname			
Centre number				Candidate number			

INSTRUCTIONS TO CANDIDATES

- The insert will be found inside this document.
- 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 20 pages. Any blank pages are indicated.



(a)	Describe two possible reasons for the appeal of Manchester to visitors.
	1
	2
	[4
(b)	Explain the meaning of 'the multiplier effect'.
	[3

Assess the economic impact of the increase in visitor numbers to Manchester.									
•									
•									
•									
•									
•									
•									
•									

To which sector does VisitBritain belong?								
[1]								
Describe two aims of VisitBritain.								
1								
2								
[4]								

(e)	Discuss the possible benefits to Manchester of a 'strong partnership approach' between the public and private sectors.									
	[8]									

a	n international tourist destination.	
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Ref	er to Figs 2a , 2b , 2c , 2d and 2e .
(a)	Explain two economic objectives for Malaysia's National Government in promoting events such as the 'Malaysia Year of Festivals 2015'.
	1
	2
	[6]
(b)	Describe two socio-cultural objectives of tourism development for Malaysia.
	1
	2

[4]

2

Во	rneo	touris	m.co	m pı	rior to	o the	eir tra	vel.	beir	3						
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(d)	Identify three tour operators who provide holidays to Borneo.									
	1									
	2									
	3 [3]									
(e)	Assess how following the guidance offered in Fig. 2e may have an impact on host communities. [10]									

Re	fer to	Figs 3a, 3b.	
(a)	The	Galápagos Islands are part of Ecuador, an LEDC. What do the initials LEDC stand for	?
			[1]
(b)	Des	scribe two environmental objectives for a destination such as the Galápagos Islands.	
	1		
	2		
			[4]
(c)	(i)	What do the initials WWF stand for?	
			[1]
	(ii)	Explain one aim of the WWF.	
			[3]

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Д	ssess the likely economic impacts increased tourism has had on the Galápagos Islands	[8]
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	egative env tor numbers	impacts of	on the Ga	lápagos Isl	ands as a	result of the [10]

END OF QUESTION PAPER

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ADDITIONAL ANSWER SPACE

must be cle	arly shown in the margin(s).
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