

OCR

Oxford Cambridge and RSA

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	
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Centre number						Candidate number				
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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.

1 Refer to **Figs 1a, 1b, 1c** and **1d**.

(a) Describe **two** possible reasons for the appeal of Manchester to visitors.

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[4]

(b) Explain the meaning of 'the multiplier effect'.

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[3]

(d) (i) To which sector does VisitBritain belong?

..... [1]

(ii) Describe **two** aims of VisitBritain.

1

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[4]

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2 Refer 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'.

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[6]

(b) Describe **two socio-cultural** objectives of tourism development for Malaysia.

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[4]

3 Refer to **Figs 3a, 3b**.

(a) The Galápagos Islands are part of Ecuador, an LEDC. What do the initials LEDC stand for?

..... [1]

(b) Describe **two** environmental objectives for a destination such as the Galápagos Islands.

1

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[4]

(c) (i) What do the initials WWF stand for?

..... [1]

(ii) Explain **one** aim of the WWF.

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[3]

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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 margin(s).

A large area of the page is reserved for additional answers, consisting of a vertical solid line on the left and horizontal dotted lines extending across the page.

A large area of the page is reserved for writing, featuring a vertical solid line on the left side and horizontal dotted lines extending across the page.



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