

# OCR

Oxford Cambridge and RSA

## Wednesday 14 June 2017 – Afternoon

### A2 GCE APPLIED TRAVEL AND TOURISM

#### G728/01 Tourism Development

Candidates answer on the Question Paper.

**OCR supplied materials:**

- Resource booklet (inserted)

**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 **16** pages. Any blank pages are indicated.

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

(a) Describe **two likely** reasons for the appeal of Brighton to visitors.

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(b) Explain **two** ways in which the 'multiplier effect' may have an impact in Brighton.

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2 Refer to **Figs 2a, 2b, 2c** and **2d**.

(a) Describe **two** economic objectives of tourism in Cuba.

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(b) Give **two** reasons to explain why the Cuban government is keen to work with overseas organisations.

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(c) Discuss why training of the host population in tourism related activities is important for a country such as Cuba.

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(e) What do the initials UNESCO stand for?

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(f) Evaluate the likely negative impacts that an increased number of tourists may bring to the UNESCO sites in Cuba. [10]

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

(a) Identify **two** private sector organisations from **Fig. 3a**.

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(b) Explain **two** reasons why the Tokyo Olympics in 2020 will 'be a boost for the infrastructure'.

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(c) Discuss the reasons why Japan offered 10,000 foreigners free airfares to visit the country.

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(d)\* With reference to Japan, or any other destination you have studied, evaluate the negative economic impact of natural disasters on the destination. **[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 margin(s).

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



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