

Monday 15 May 2017 – 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



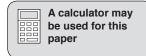
Candidate forename				Candidate surname			
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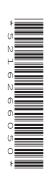
INSTRUCTIONS TO CANDIDATES

- 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.





(a)	Ref	er to Document 1 .	
	lder	ntify the following:	
	•	a city on the World Heritage List	
	•	the year Ironbridge Gorge was added to the World Heritage List	
	•	the total number of visitors per year to the 10 Ironbridge Gorge Museums	
	•	the percentage of overseas visitors to the 10 Ironbridge Gorge Museums.	
			[4]
(b)	Ref	er to Document 1 .	
	Wha	at is meant by each of the following terms:	
	•	visitor attraction	
		commercial sponsorship	
		Heritage Lottery Fund?	
		Tromage Lottery Fund:	
			••••

(c) Refer to Document 2.

Using the statistics, draw valid conclusions about tourism employment in Telford & Wrekin [12]

1	/ - \	Doforto	Documen	+ ~
/ ((a)	Belef II) Documen	1 /

What is meant by each of the following terms:

•	VFR
•	day tripper
•	overnight visitor?
	[6]

(b) State and describe **three** different types of passenger transport service.

	Type of passenger transport service	Description
1		
2		
3		

(C)	Refer to Document 3 .
	Assess the likely impacts of seasonality at Ironbridge Gorge.
	[8]

(d) Refer to Document 3.

of t	ne following:
•	the visitor
	the museums

[6]

Explain the benefits of the Annual Passport Ticket for the Ironbridge Gorge Museums to each

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3 (a)	Refer to	Document 4.
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of the Ironbridge River Cottages.	
1	
	• •
2	
3	
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[6	6]
Refer to Documents 4 and 5 .	δJ
	st
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(b)

Refer to **Document 6**.

(a)	Identify two different ways in which Attingham Park can encourage secondary spend by visitors.
	1
	2 [2]
/b\	
(b)	Describe two facilities available at Attingham Park for visitors with sensory impairment.
	1
	2
	[4]

Refer to **Document 7**.

Discuss the benefits to educational groups of visiting Wroxeter Roman City.

(d)	Assess how new exhibits, such as the Roman Townhouse, can enhance the visitor experience.
	[10]

5* Refer to **Documents 1 and 8**.

The 10 Ironbridge Gorge Museums and the National Trust are voluntary sector organisations.		
Evaluate the importance of the voluntary sector to the travel and tourism industry in the UK. [12]		

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).			



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