

**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

Centre number

Candidate number

**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 calculator may  
be used for this  
paper

**1 (a) Refer to Document 1.**

Identify 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) Refer to Document 1.**

What is meant by **each** of the following terms:

- visitor attraction

.....

.....

.....

.....

- commercial sponsorship

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.....

.....

.....

- Heritage Lottery Fund?

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.....

.....

**[6]**

**(c) Refer to Document 2.**

Using the statistics, draw valid conclusions about tourism employment in Telford & Wrekin.

**[12]**

This image shows a full page of white paper with horizontal dotted lines. The lines are evenly spaced and run across the width of the page, providing a guide for handwriting practice. There are no margins, text, or other markings on the page.



**2 (a) Refer to Document 2.**

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
<b>1</b>		
<b>2</b>		
<b>3</b>		

[6]



(d) Refer to **Document 3**.

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

- the visitor .....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....
- the museums .....  
.....  
.....  
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[6]

**3 (a) Refer to Document 4.**

Identify and describe **three** outdoor activities a visitor could participate in whilst staying at one of the Ironbridge River Cottages.

1 .....

.....

.....

.....

2 .....

.....

.....

3 .....

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.....

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[6]

**(b) Refer to Documents 4 and 5.**

Compare and contrast the products, services and facilities of River Cottages and the Best Western Valley Hotel. **[10]**

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**4 Refer to Document 6.**

- (a)** Identify **two** different ways in which Attingham Park can encourage secondary spend by visitors.

1 .....

2 .....

**[2]**

- (b)** Describe **two** facilities available at Attingham Park for visitors with sensory impairment.

1 .....

.....

.....

.....

2 .....

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.....

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**[4]**

Refer to **Document 7**.

**(c)** Discuss the benefits to educational groups of visiting Wroxeter Roman City.

[8]

Blank lined paper for writing.

**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]

[illegible]

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**END OF QUESTION PAPER**

[illegible]

Oxford Cambridge and RSA

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