

SECTION 3 Questions 21–30

Questions 21–26

Complete the flow-chart below.

Choose **SIX** answers from the box and write the correct letter, **A–H**, next to Questions 21–26.

- | | | | |
|--------------------|--------------------|-------------------|--------------------|
| A patterns | B names | C sources | D questions |
| E employees | F solutions | G headings | H officials |

STAGES IN DOING A TOURISM CASE STUDY

RESEARCH

Locate and read relevant articles, noting key information and also **21**
Identify a problem or need

Select interviewees – these may be site **22** , visitors or
city **23**

Prepare and carry out interviews. If possible, collect statistics.

Check whether **24** of interviewees can be used



ANALYSIS

Select relevant information and try to identify **25**

Decide on the best form of visuals



WRITING THE CASE STUDY

Give some background before writing the main sections

Do NOT end with **26**

Questions 27–30

Choose the correct letter, **A**, **B** or **C**.

The Horton Castle site

- 27 Natalie and Dave agree one reason why so few people visit Horton Castle is that
- A the publicity is poor.
 - B it is difficult to get to.
 - C there is little there of interest.
- 28 Natalie and Dave agree that the greatest problem with a visitor centre could be
- A covering the investment costs.
 - B finding a big enough space for it.
 - C dealing with planning restrictions.
- 29 What does Dave say about conditions in the town of Horton?
- A There is a lot of unemployment.
 - B There are few people of working age.
 - C There are opportunities for skilled workers.
- 30 According to Natalie, one way to prevent damage to the castle site would be to
- A insist visitors have a guide.
 - B make visitors keep to the paths.
 - C limit visitor numbers.