

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.