

**ADVANCED SUBSIDIARY GCE  
 APPLIED TRAVEL AND TOURISM**

Unit 4: International Travel

**FRIDAY 6 JUNE 2008**

**G723**

Afternoon  
 Time: 2 hours

Candidates answer on the question paper

**Additional materials:** No additional materials are required



Candidate  
 Forename

Candidate  
 Surname

Centre  
 Number

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Candidate  
 Number

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**INSTRUCTIONS TO CANDIDATES**

- Write your name in capital letters, your Centre Number and Candidate Number in the boxes above.
- Use blue or black ink. Pencil may be used for graphs and diagrams only.
- Read each question carefully and make sure that you know what you have to do before starting your answer.
- Answer **all** the questions.
- Do **not** write in the bar codes.
- Write your answer to each question in the space provided.
- Additional answer space is available on the lined pages at the back of this booklet. Answers on these pages **must** be clearly numbered.

**INFORMATION FOR CANDIDATES**

- The number of marks for each question is given in brackets [ ] at the end of each question or part question.
- The total number of marks for this paper is **100**.

FOR EXAMINER'S USE	
1	
2	
3	
4	
<b>TOTAL</b>	

This document consists of **13** printed pages, **2** lined pages and **1** blank page.

1 Refer to Fig. 1.

**Brittany Ferries' Normandie Express**



© J Smith/OCR

Introduced in 2005, the high speed Normandie Express provides a fast ferry crossing from Portsmouth to Cherbourg or Caen in France.

Operating from mid-March until mid-November with crossing times of only 180 minutes to Cherbourg and 225 minutes to Caen, the ship runs up to two return trips a day to Cherbourg and a service to Caen every Friday, Saturday and Sunday, supplementing the three return crossings a day by conventional ferry.

The Normandie Express has the capacity to carry 750 passengers and 260 cars. Onboard facilities include:

- shops;
- playroom;
- video games room;
- open viewing deck;
- baby changing room;
- disabled toilets;
- tourist information;
- bureau de change;
- self-service style café (no hot food served);
- bar;
- reclining seats.

Source: Brittany Ferries, [www.brittanyferries.co.uk](http://www.brittanyferries.co.uk)

**Fig. 1**

(a) Identify and explain **two** likely reasons why the Normandie Express service only operates between mid-March and mid-November.

Reason 1: .....

Explanation: .....

Reason 2: .....

Explanation: .....[4]

(b) Identify and explain **three** ways in which the Normandie Express service from Portsmouth is likely to appeal to UK families holidaying in France.

Way 1: .....

.....

Explanation: .....

.....

Way 2: .....

.....

Explanation: .....

.....

Way 3: .....

.....

Explanation: .....

.....[6]

(c) The Normandie Express is operated by Brittany Ferries. Brittany Ferries is a member of the Passenger Shipping Association (PSA). Discuss the benefits to **both** Brittany Ferries and its passengers of Brittany Ferries' PSA membership.

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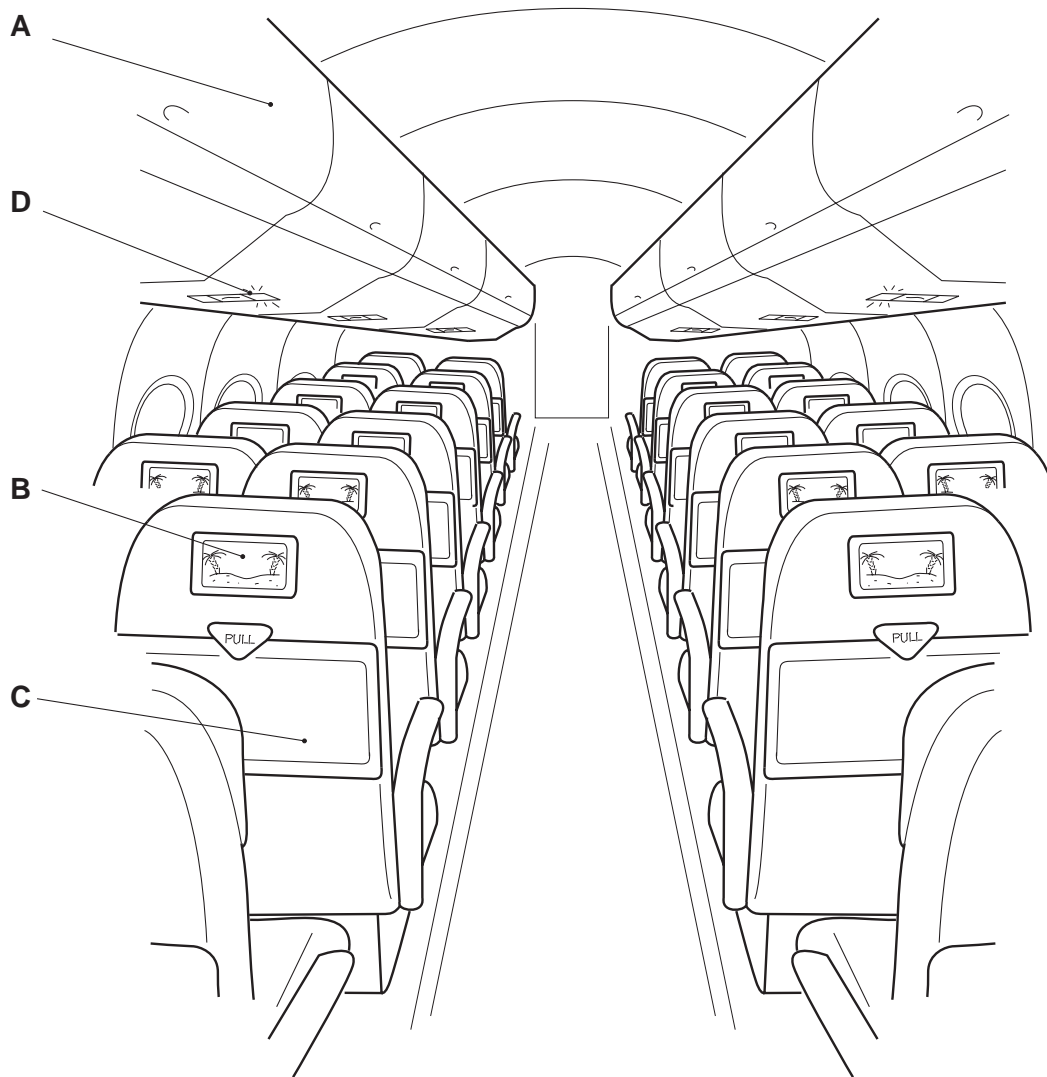
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.....[6]



2 Refer to **Fig. 2**, showing part of the economy cabin of a long-haul international carrier.



**Fig. 2**

**(a)** Identify the **four** features of cabin design, labelled **A**, **B**, **C** and **D** on **Fig. 2**, which have been provided for passenger convenience.

- A: .....
- B: .....
- C: .....
- D: .....[4]

(b) Describe **two** cabin services which long-haul international carriers usually provide for younger passengers travelling as part of a family group.

Service 1: .....  
.....  
.....  
.....

Service 2: .....  
.....  
.....  
.....[4]

(c) Suggest and justify **one** service which long-haul international carriers must provide for the benefit of an unaccompanied minor travelling alone.

Service: .....  
Justification: .....  
.....  
.....  
.....  
.....[4]

(d) Passengers travelling in business class enjoy certain advantages over those travelling in economy. Identify and explain **two ground** services provided by many long-haul international carriers for the benefit of business class passengers.

Service 1: .....  
.....  
Explanation: .....  
.....  
Service 2: .....  
.....  
Explanation: .....  
.....[4]



3 Refer to **Fig. 3**, part of an information leaflet produced by English Heritage.

## Visit over 120 attractions from as little as £18 with the Overseas Visitor Pass

- Free entry to over 120 historic attractions
- Free entry to hundreds of exciting events
- Free colour souvenir guidebook including maps

**FRANCAIS**  
**Visitez plus que 120 sites historiques à partir de 18 £ seulement**  
 avec le forfait Overseas Visitor Pass (laissez-passer des visiteurs étrangers)

- L'entrée gratuite à plus de 120 sites historiques
- L'entrée gratuite à des centaines d'événements passionnants
- Un guide souvenir gratuit en couleur avec ses plans

**DEUTSCH**  
**Eintritt zu über 120 historischen Sehenswürdigkeiten ab £18**  
 mit dem Overseas Visitor Pass

- Freier Eintritt zu über 120 historischen Sehenswürdigkeiten
- Freier Eintritt zu hunderten von aufregenden Events
- Ein kostenloser farbiger Reiseführer mit Landkarten

**ESPAÑOL**  
**Visite más de 120 atracciones históricas por tan sólo 18 libras**  
 con el Overseas Visitor Pass (pase de visitante internacional)

- Entrada gratuita a más de 120 atracciones históricas
- Entrada gratuita a centenares de emocionantes eventos
- Una guía gratuita a todo color con mapas

**DUTCH**  
**Bezoek meer dan 120 historische attracties, al vanaf £18**  
 met de Overseas Visitor Pass

- Gratis toegang tot meer dan 120 historische attracties
- Gratis toegang tot honderden spannende evenementen
- Gratis reisgids met kleurenfoto's en kaarten

**ITALIANO**  
**Visitate oltre 120 attrazioni storiche a partire da sole £18**  
 con la tessera Overseas Visitor Pass

- Ingresso gratis a oltre 120 attrazioni storiche
- Ingresso gratis a centinaia di manifestazioni appassionanti
- Guida ricordo a colori corredata da mappe

**POLSKA**  
 Z karta wstępu Overseas Visitor Pass  
**odwiedź ponad 120 atrakcji za jedyne £18**

- Bezpłatny wstęp do ponad 120 obiektów historycznych
- Bezpłatny wstęp na setki wspaniałych imprez
- Bezpłatny ilustrowany przewodnik z mapami

**OVERSEAS VISITOR PASS**

1 April 2006 to 31 March 2007

	7 days	14 days
1 adult	£18.00	£22.00
2 adults	£34.00	£41.00
Family*	£38.00	£46.00

\* 2 adults and up to 4 other family members at the same address under 21 years of age

For more information on any of our sites visit [www.english-heritage.org.uk/ovp](http://www.english-heritage.org.uk/ovp), ask any of our staff on site, or call Customer Services on

0870 333 1181

Buy your Overseas Visitor Pass at any staffed English Heritage property

Source: English Heritage, [www.english-heritage.org.uk](http://www.english-heritage.org.uk)

**Fig. 3**

(a) Identify **three** ways in which European visitors can find out further information about English Heritage sites.

Way 1: .....

Way 2: .....

Way 3: .....[3]



(b) Some European visitors will hire a car to visit English Heritage attractions. Identify and explain **three** advantages to **such** visitors of hiring a car.

Advantage 1: .....

.....

Explanation: .....

.....

Advantage 2: .....

.....

Explanation: .....

.....

Advantage 3: .....

.....

Explanation: .....

.....[6]

(c) (i) State **three** laws or regulations which affect the operation of English Heritage properties.

Law/regulation 1: .....

Law/regulation 2: .....

Law/regulation 3: .....[3]

(ii) Explain how **one** of the laws and regulations chosen in **part (c)(i)** will affect the operation of English Heritage properties.

Name of chosen law/regulation: .....

Explanation: .....

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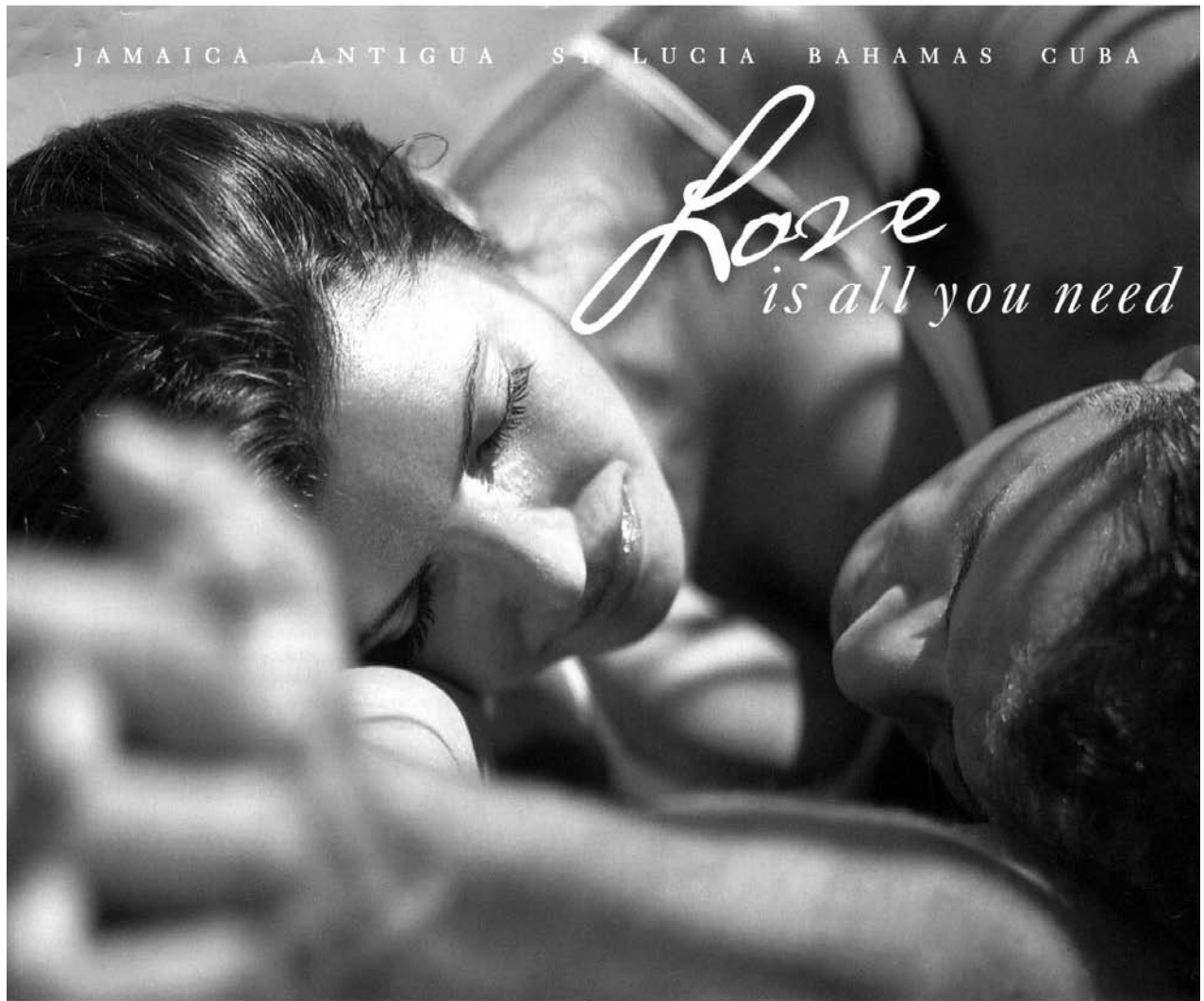
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11  
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PLEASE DO NOT WRITE ON THIS PAGE  
PLEASE TURN OVER FOR QUESTION 4

4 Refer to Fig. 4.



If marriages are made in heaven, then honeymooning at Sandals is like heaven on earth - because no other resorts in the world are so completely dedicated to couples in love. Our white-sand beaches are swept each morning in anticipation of your client's arrival. Every possible land and water sport - even scuba diving and golf - is included for their enjoyment. We've recruited great chefs from around the world to prepare scintillating menus for their dining pleasure. And best of all, everything is included so they need only think of each other. They can even choose a lavish suite with an obliging personal butler. And for the ultimate in pampering, step into a Red Lane™ Spa, exclusively at Sandals. Your clients only have one honeymoon, so choose Sandals, because happily ever after begins here.

SAMSONITE LUGGAGE AND WEDGWOOD TABLEWARE WITH OUR COMPLIMENTS



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**Sandals**  
RESORTS

*The Caribbean's No. 1 Ultra All-Inclusive Luxury Resorts For Couples Only*

**CALL SANDALS ON 020 7590 0210**

Visit our website at [www.sandals.co.uk](http://www.sandals.co.uk)

Source: Sandals Resorts, [www.sandals.co.uk](http://www.sandals.co.uk)

**Fig. 4**

(a) Identify **three** Caribbean Islands on which Sandals resorts are located.

- 1: .....
- 2: .....
- 3: .....[3]

(b) Sandals Resorts are 'all-inclusive'. State **three** features of an all-inclusive resort.

- Feature 1: .....
- Feature 2: .....
- Feature 3: .....[3]

(c) With reference to **Fig. 4**, describe **three** luxury services which Sandals provides for guests, including honeymoon couples.

- Service 1: .....  
.....  
.....  
.....
- Service 2: .....  
.....  
.....  
.....
- Service 3: .....  
.....  
.....  
.....[6]

(d) The winter months (December–February) are high season in the Caribbean. Identify and explain **two** reasons why many UK tourists wish to visit the Caribbean at that time of the year.

Reason 1: .....

.....

Explanation: .....

.....

Reason 2: .....

.....

Explanation: .....

.....[4]

(e) Evaluate the factors which influence UK travellers' choice of overseas leisure destination.

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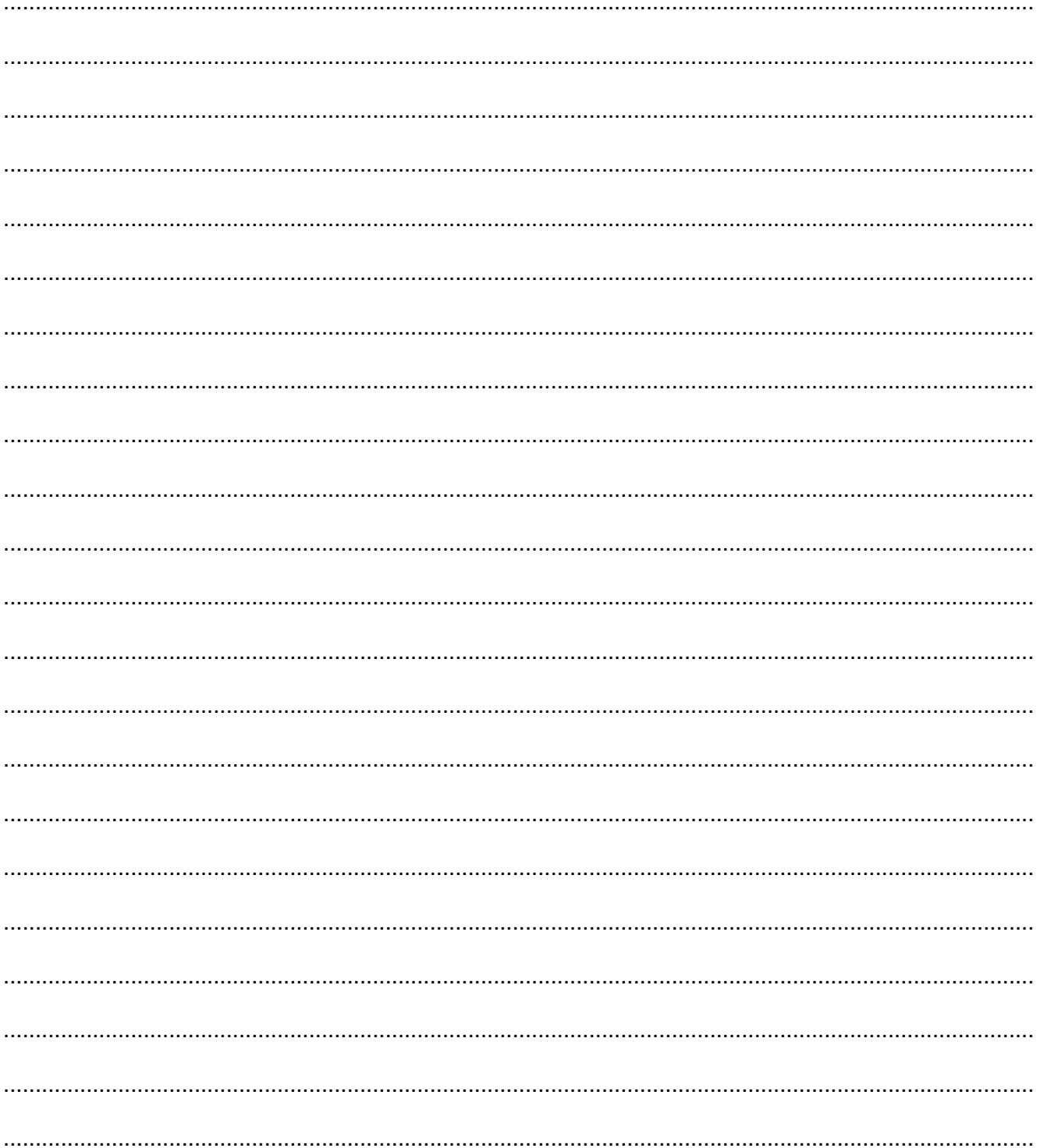
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[Total: 25]





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- Fig. 3 Source: English Heritage, [www.english-heritage.org.uk](http://www.english-heritage.org.uk). Reproduced by kind permission of English Heritage.
- Fig. 4 Source: Sandals Resorts, [www.sandals.co.uk](http://www.sandals.co.uk)

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