

**ADVANCED SUBSIDIARY GCE**  
**APPLIED TRAVEL AND TOURISM**  
Unit 4: International Travel

**G723**

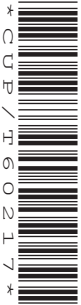
Candidates answer on the question paper

**OCR Supplied Materials:**  
None

**Other Materials Required:**  
None

**Friday 5 June 2009**  
**Afternoon**

**Duration: 2 hours**



Candidate Forename		Candidate Surname	
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Centre Number						Candidate Number				
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**INSTRUCTIONS TO CANDIDATES**

- Write your name clearly in capital letters, your Centre Number and Candidate Number in the boxes above.
- Use 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.

**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**.
- This document consists of **20** pages. Any blank pages are indicated.

Examiner's Use Only:			
1			
2			
3			
4			
<b>Total</b>			

- 1 Refer to **Fig. 1**, part of the menu given to economy class passengers on board an Emirates flight from the UK.

Manchester - Dubai	
	Emirates invites you to enjoy its award-winning cuisine, complemented by the finest beverages from a selection of wines, spirits, beers, liqueurs and soft drinks.
	<b>Dinner</b>
Appetiser	Smoked salmon on a bed of mixed vegetable salad
Salad	Seasonal salad served with dressing
Main Course	Sautéed chicken breast topped with red pesto, complemented by potato gnocchi, sugar snap peas and grilled aubergine
	Lamb rogan josh tender braised lamb with Indian spices, accompanied by saffron rice, artichoke ragoût and sautéed spinach
Dessert	Chocolate cheesecake enhanced with a raspberry coulis
Beverages	Tea or coffee
	Chocolate
	<b>Before Landing</b>
	a selection of beverages will be offered prior to arrival in Dubai.
	All drinks served are complimentary with the exception of champagne (8 USD). Meals served on this flight are Halal. We apologise if occasionally your choice is not available.
	EKD20-MANDXB-Y-B

**Fig. 1**

(a) Identify each of the following.

- The route on which the menu was served.

.....

- The cost of champagne in economy class.

.....

- The evidence that the food served on Emirates flights conforms to certain cultural/religious requirements.

..... [3]

(b) Emirates, like all other major international carriers, provides services for passengers with special needs.

Complete the table below by identifying a passenger type requiring each service. [3]

Service provided	Type of passenger
Escorted on the ground and seated in view of cabin crew	
Called first for boarding and provided with a bassinet	
Transport provided within the terminal building to departure gate	

(c) State **four** advantages which passengers flying in business class will usually have over those travelling in economy class.

Advantage 1: .....

.....

Advantage 2: .....

.....

Advantage 3: .....

.....

Advantage 4: .....

..... [4]

(d) It is possible to book international flights using a variety of methods.

Identify **three** different methods of booking flights and for each state an advantage to the customer.

Method 1: .....

.....

Advantage: .....

.....

Method 2: .....

.....

Advantage: .....

.....

Method 3: .....

.....

Advantage: .....

..... [6]

(e) With reference to **one** UK international airport, assess the services and facilities which are available for family groups.

Name of chosen UK international airport: .....

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- 2 Refer to **Fig. 2**, a news item about British travel behaviour.

**New research reveals British travel behaviour**

The British travelling population is expected to near the 70 million mark by 2010, compared with 64.1 million in 2004. *How the British will Travel 2010* urges tourism destinations and travel suppliers to give priority to this important source market.

The report demonstrates, for example, that the British travel market is increasingly independent – with home-assembled, DIY holidays becoming the norm. The factors driving this trend are analysed (e.g. the rise of gap year travel, branding, all-inclusive holidays, timeshare and more) as well as the consequences and strategic options for travel suppliers.

The report identifies and ranks regions in Britain with the greatest travel potential. It analyses key economic, social and demographic influences, for example the grey market. It assesses travel behaviour, motivation, spending, holiday preferences, favourite holiday destinations and much, much more.

*How the British will Travel 2010* identifies the top growth destinations for the British market (e.g. China, Cyprus, Dubai, Maldives, New Zealand). The destinations which are 'in' and those which have excellent growth potential are also identified (e.g. Abu Dhabi, Brazil, Bulgaria, Dominican Republic, Kenya, Mozambique, Oman, Seychelles, Vietnam).

The research also includes detailed country forecasts to 2010 for key destinations such as Australia, Barbados, Cyprus, Egypt, Hong Kong, India, Ireland, Jamaica, Japan, Kenya, Netherlands, Singapore, Spain, Turkey and the USA.

**Fig. 2**

- (a) The research reveals important characteristics of British travel behaviour.

Identify **four** of the current top growth destinations for British travellers.

Destination 1: .....

Destination 2: .....

Destination 3: .....

Destination 4: ..... **[4]**

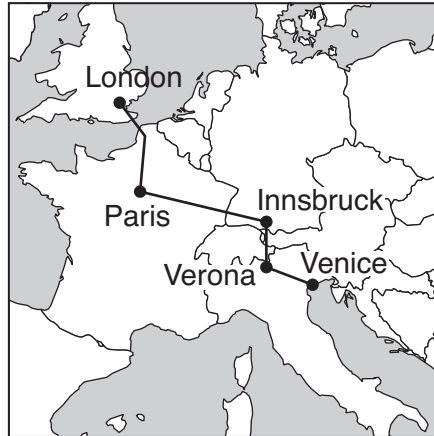








- 3 Refer to **Fig. 3** which provides information about the London to Venice rail service provided by the Orient Express.



### **Itinerary**

**Day 1** - As you board the British Pullman train at London Victoria station, your steward will show you to your reserved seat. Sit back and enjoy a three-course lunch with wine and a glass of champagne as you travel through the Kent countryside. After crossing the Channel, board the blue and gold carriages of the Continental Wagons-Lits.

Throughout your journey you will be attended by your own personal steward. After you have settled into your comfortable private compartment it will soon be time to dress for dinner. Why not sip a pre-dinner cocktail before making your way to one of the magnificent restaurant cars. Here you will be served a delicious four-course dinner, prepared by our skilled French chefs. After dinner you may want to linger in the bar car, listening to the sound of the baby grand piano. When you are ready, retire to your compartment, which has now been transformed into a cosy bedroom.

**Day 2** - You awake to the magnificent scenery of the Swiss Alps as breakfast is served in your compartment at a time to suit you. Spend the morning in the bar car chatting to fellow guests over coffee. Enjoy a leisurely three-course lunch, served in another of the beautiful restaurant cars. While away the afternoon with a visit to the on-board shop to purchase souvenirs; or relax in your compartment and admire the passing scenery as the train travels through the Italian Dolomites. Later, afternoon tea is served in your compartment as you travel through the Brenner Pass. All too soon it is time to prepare to disembark as the train crosses the Venetian Lagoon and pulls into Santa Lucia station.

<b>Timetable</b>		<b>Arrive</b>	<b>Depart</b>
Day 1	LONDON (Victoria station)	-	11:15
Day 1	PARIS (Gare de l'Est station)	21:20	21:46
Day 2	INNSBRUCK (Hauptbahnhof)	11:40	12:06
Day 2	VERONA (Porta Nuova station)	15:53	16:08
Day 2	VENICE (Santa Lucia station)	18:12	-

<b>Prices</b>	<b>One-way</b>	<b>Return</b>
<b>2008</b>	US\$2830	US\$4100

Prices are per person and include all table d'hôte meals and accommodation on board based on two people sharing.

**Fig. 3**

- (a) (i) State the total time taken for the journey from London to Venice. You should show your workings. [2]

Show your workings:

Answer: .....

- (ii) State the total cost for a couple making a one-way trip. [1]
- .....

- (b) Identify **three** natural landscape attractions to be seen during the journey.

Attraction 1: .....

Attraction 2: .....

Attraction 3: ..... [3]

- (c) With reference to **Fig. 3** and/or your own knowledge, identify and explain **three** ways in which the Orient Express offers luxury international rail travel.

Way 1: .....

.....

Explanation: .....

.....

Way 2: .....

.....

Explanation: .....

.....

Way 3: .....

.....

Explanation: .....

..... [6]

(d) Potential customers of services such as the Orient Express can visit the provider's website.

Suggest and explain **two** ways in which the Data Protection Act applies to bookings made over the Internet.

Way 1: .....

.....

Explanation: .....

.....

Way 2: .....

.....

Explanation: .....

..... [4]

(e) A trip on the Orient Express is an example of a luxury international travel product.

Assess the customer appeal of **one other** luxury international travel product with which you are familiar.

Name of chosen luxury international travel product: .....

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- 4 Refer to **Figs. 4(a)** and **4(b)** which provide details of Nerja, a part of Spain popular with British visitors.

Nerja is on southern Spain's Mediterranean coast, some 50 kilometres from Málaga on the N340 coastal highway. It marks the eastern tip of Málaga's Costa del Sol. Once a sleepy Andalusian fishing village, the town now has a population of over 12 000. Nerja boasts 16 kilometres of beaches with powdery sand and sparkling clear water. All major water sports are available, including water skiing, scuba diving and sailing.

Flanked by a dramatic mountain range (the Sierra Almijara to the east), the town has managed to avoid being blighted by the concrete high-rise buildings which have been the inevitable result of the tourist boom in other coastal resorts. The old quarter of the town is still virtually unchanged with narrow winding streets and whitewashed houses.

Nerja is connected to the western end of the Costa del Sol by a motorway. The journey from Marbella takes about an hour, while travelling from Málaga takes around half an hour.

**Fig. 4(a)**



**Fig. 4(b)**

(a) Using **Fig. 4(a)** state each of the following.

- The nearest main town to Nerja served by flights from the UK.  
.....
- The main road connecting Nerja to other coastal areas.  
.....
- The name of the Spanish holiday region in which Nerja is located.  
..... [3]

(b) Using **only** information from **Fig. 4(b)**, identify and explain **two** aspects of the visitor appeal of Nerja.

Aspect 1: .....

.....

Explanation: .....

.....

Aspect 2: .....

.....

Explanation: .....

..... [4]

(c) Many UK citizens now own property overseas in destinations such as Nerja.

Suggest and explain **three** reasons why overseas properties are popular with UK citizens.

Reason 1: .....

.....

Explanation: .....

.....

.....

Reason 2: .....

.....

Explanation: .....

.....

.....

Reason 3: .....

.....

Explanation: .....

.....

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..... [9]

(d) Discuss the reasons why many of the international mass market destinations popular with British visitors in the 1980s and 1990s are now facing a decline in popularity.

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