

ADVANCED SUBSIDIARY GCE
APPLIED TRAVEL AND TOURISM
International Travel

G723

Candidates answer on the Question Paper

OCR Supplied Materials:

None

Other Materials Required:

None

Monday 18 January 2010
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**.
- 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 **20** pages. Any blank pages are indicated.

1 Refer to **Fig. 1**, a news item about UK educational visits.

Extra funding for Holocaust trips



Group of Sixth Form students visiting the Auschwitz Concentration Camp, the scene of mass killings during World War II.

A project taking thousands of English teenagers to visit Auschwitz is to be funded for another three years, says the government. Two sixth formers from every school in England are currently funded to visit Auschwitz in Poland, to encourage an understanding of the Holocaust. The project will receive an extra £4.65m to extend it until 2011. “Every young person should have an understanding of this”, said the Schools Minister, Jim Knight.

The project, in which 6 000 teenagers per year spend a day visiting the Auschwitz camp and meeting survivors of the Holocaust, was launched in 2005. The government provides £200 funding for each pupil, with schools expected to contribute a further £100. Mr Knight, extending the funding, said that the “Holocaust was one of the most significant events in world history. Six million people died not for what they had done but simply for who they were. What strikes me is the sheer scale of it and how industrialised and mechanised the process of killing people became at Auschwitz. It was not hot-blooded brutality, it happened in a very planned way, with some people designing the process of death and others carrying it out”.

The scheme is run by the Holocaust Educational Trust – and the Trust’s Chief Executive, Karen Pollock, said that the trip makes the young visitors eye-witnesses to what happened during the Second World War. “The experience can be life changing”, she said. “They suddenly realise what they value and they see it is important to challenge prejudice today”.

Fig. 1

(a) Outline **three** likely reasons to explain why the educational visits to Auschwitz organised by the Holocaust Educational Trust are operated only as day trips.

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2 Refer to **Fig. 2**, a news item about Emirates.



The first Emirates A380 commercial flight was on 1 August 2008 from Dubai (DXB) to New York Kennedy (JFK), making the Dubai carrier the first to use the superjumbo commercially in the USA. The flight, which was fully booked, took less than 13 hours, compared to 14 hours on a Boeing 777. Its spacious and luxurious cabin features 14 first-class suites, 76 business and 399 economy class seats.

Emirates is the largest customer for the A380, with 58 aircraft on order. The airline said the acquisition will support its widening international route network. Future A380 routes will be to London Heathrow (LHR), Sydney (SYD) and Auckland (AKL). Some 20 airports worldwide can handle the A380, which needs extra-wide runways for its wingspan and two-tiered facilities for loading passengers.

Dubai expects the new planes will help transform it into a world business and leisure capital in the next few years, aiming to attract 15 million visitors a year by 2012.

Facilities: Height of luxury

Emirates is creating new levels of luxury onboard with the First Class Shower Spa. There will be two bathrooms with shower facilities in its First Class cabins.

Emirates also unveiled its Onboard Lounge. Located in the Business Class cabin for use by First and Business Class passengers, the lounge is designed to make passengers feel like they are in their own executive club, the company said. Another First Class social area and bar is located at the front of the upper deck.

Emirates said passengers will also notice a difference in the Economy Class cabin, most notably the straight walls. These give the impression of increased spaciousness. A mood lighting system is installed to reduce the effects of jetlag.

Fig. 2

(a) Identify **three** international airports currently able to handle the A380.

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(b) Identify and explain **two** reasons why the A380 or superjumbo cannot be handled by all international airports.

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(c) Explain the appeal of the Emirates A380 to a business class traveller.

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(d) Emirates is one of 230 airlines which are members of the International Air Transport Association (IATA).

Explain why international travellers will benefit from each of the following IATA initiatives.

- E-ticketing (ET)

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- Bar Coded Boarding Passes (BCBP)

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- Baggage Improvement Programme (BIP)

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3 Refer to **Fig. 3**, a news item about the European cruise market.

Cruise industry ‘revolves around Europe’

The European Cruise Council (ECC) has claimed that Europe is now the ‘centre of gravity’ for the cruise industry after new figures showed record passenger numbers last year. According to the ECC, a record 4 million people took cruise holidays in Europe last year, an increase of 17% on 2006. Five years ago only 2.6 million people embarked on cruise holidays around Europe.

The most popular region for cruises setting off from Europe last year was the Mediterranean and Atlantic islands, with a 60% share of the market, followed by the Caribbean and other international regions (24%) and northern Europe. With 1.3 million passengers embarking on cruises in 2007 – 11% more than the previous year – the UK was the largest source market for European cruises.

David Dingle, chairman of the ECC, said that the industry is growing faster than had been expected, with the Council not having predicted that the 4 million passenger mark would be reached until 2010. He added: “There is no doubt that Europe is the new centre of gravity for the cruise industry and we’re seeing increasing numbers of cruise lines basing ships in the region, which will encourage even more Europeans to cruise in future”.

For example, Royal Caribbean International has announced plans to deploy the third in its new Freedom class of ships – Independence of the Seas – in Southampton when she debuts in May 2008. Sharing the title of the largest, most innovative cruise ship in the world with sister ships, Freedom of the Seas and the soon-to-be-launched Liberty of the Seas, Independence of the Seas will be the largest ship ever to be based in Europe.

Fig. 3

(a) Identify and describe **three** features of Europe’s cruise market in 2007.

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(b) Outline **three** advantages to cruise companies such as Royal Caribbean International of bringing very large ships into service.

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(c) Justify **one** likely reason for Royal Caribbean International placing the following disclaimer statement on its website.

We regret that guests who will have entered their 24th week of pregnancy by the beginning of, and/or at any time during their cruise holiday will not be permitted to travel.

<http://www.royalcaribbean.co.uk/php/families.php>

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- 4 Refer to photographs A, B, C and D which were taken by different types of international traveller visiting the UK.



Photo A



Photo B



Photo C

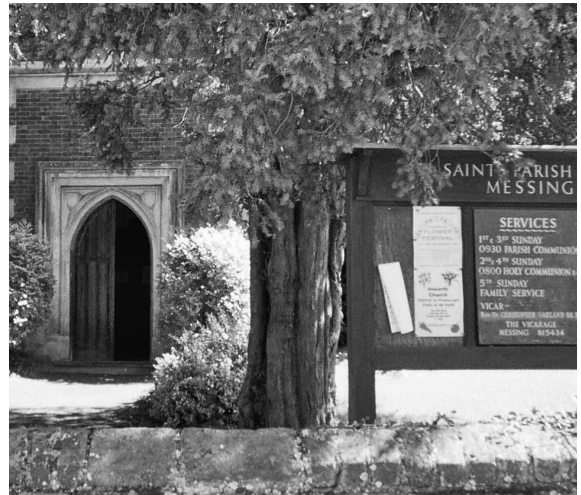


Photo D

Fig. 4

- (a) Complete the table below by identifying which photograph was most likely to have been taken by each visitor type. [4]

TYPE OF UK VISITOR	PHOTOGRAPH
Japanese tourists visiting a traditional English stately home	
European school children attending an English language summer school held in a south coast resort	
Young people on an adventure tourism trip to an area of outstanding natural beauty	
North American tourists researching their family history link to a small English village	

- (b) Most international travellers visiting the UK are likely to visit a Tourist Information Centre (TIC).

Explain **three** ways in which a TIC is able to provide a service for such visitors.

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(c) Many UK leisure travellers choose to go on a package holiday that involves staying at an 'all-inclusive resort'.

Describe **three** benefits to a family group of such all-inclusive packages.

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