

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 17 January 2011
Afternoon

Duration: 2 hours



Candidate forename		Candidate surname	
-----------------------	--	----------------------	--

Centre number						Candidate number				
---------------	--	--	--	--	--	------------------	--	--	--	--

INSTRUCTIONS TO CANDIDATES

- Write your name, centre number and candidate number in the boxes above. Please write clearly and in capital letters.
- Use black ink. Pencil may be used for graphs and diagrams only.
- Read each question carefully. Make sure you know what you have to do before starting your answer.
- Write your answer to each question in the space provided. Additional paper may be used if necessary but you must clearly show your candidate number, centre number and question number(s).
- Answer **all** the questions.
- Do **not** write in the bar codes.

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 Fig. 1 is a news item about Scotland's ports.

Many of the country's ports are joining forces to promote Scotland as a cruise destination.

Scotland's ports have formed a group called Cruise Scotland, which will be formally launched at the Miami International Sea Trade show next month and will participate in the Hamburg show in September.

Cruise Scotland's three-year marketing plan calls for the development of a website and a brochure to attract interest from the international cruise industry in Scotland's ports.

Richard Alexander, the group's chairman, is the managing director of Morrisons Tours, which organises shore excursions for cruise operators and also provides ground handling services. He has said that there is a real opportunity to bring more visitors to the country through the cruise sector.

Alexander noted: "The number of cruise ships operating in North Europe continues to grow and Scotland must be in a position to compete with other destinations to ensure operators include our ports in their itineraries.

Some 14 ports have either joined the group or are considering joining including: Leith, Invergordon, Scrabster, Kirkwall, Lerwick, Stornoway, Portree, Oban and Greenock.

The Port of Invergordon on Cromarty Firth is ideally located for the Highlands of Scotland and in 2008 gained Best Port Welcome Award at the Dream World Cruise Destination Awards. This sheltered deep water port has berthed the larger cruise liners such as Queen Mary 2, Queen Elizabeth 2, Golden Princess, Splendour Of The Seas, Enchantment Of The Seas and Aurora from the major cruise lines which include Royal Caribbean, Cunard, Radisson Seven Seas, P & O Cruises, Fred Olsen and Princess.

Invergordon is an overnight cruise from ports such as Leith (Edinburgh), Lerwick, Kirkwall, Stornoway, Thorshavn (Faroe Islands), Stavanger and Bergen. Within 36 hours ports such as Amsterdam, Dover, Harwich, Southampton, Hamburg, Bremerhaven, Dublin and Copenhagen can be reached.

Fig. 1

(a) With reference to **Fig. 1**, identify the **two** locations where Cruise Scotland will be represented at important trade shows.

1:

2: [2]

(b) With reference to **Fig. 1**, identify and explain **two** reasons why the Port of Invergordon is likely to share in any growth in tourism generated by Cruise Scotland.

1:

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

2:

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

..... [6]

(c) With reference to **Fig. 1**, identify **two** English ports which can be reached in a 36 hour cruise from Invergordon.

1:

2: [2]

- (d) Many UK ports have ferry services which attract domestic and/or international passengers. Choose **one** ferry service with which you are familiar and discuss the main reasons for its passenger appeal.

Ferry service from: to:


.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
..... [6]

- (e) Cruise passengers will usually explore the local area when the vessel stops at a port of call.

Discuss how shore excursions can be organised by **operators** to meet the needs of international cruise passengers.

.....
.....
.....
.....

2 Fig. 2 is a promotional flyer for Trailfinders.

TRAILFINDERS  **Tailormade Travel Worldwide**
THE TRAVEL EXPERTS

From flights to hotels, vehicle hire and tours, whatever you want to do and wherever you want to go, Trailfinders will organise travel arrangements to suit you exactly

Self Drive Holidays
Islands & Beaches • Escorted & Private Touring
First & Business Class Travel • Adventure Travel
Honeymoons & Weddings • Worldwide Cruising
Rail Journeys • Round The World • Family Travel
Trekking & Safari • Luxury Travel • City Breaks

WORLDWIDE FLIGHTS
0845 050 5910

TAILORMADE HOLIDAYS
0845 050 5912

FIRST & BUSINESS CLASS TRAVEL
0845 050 5913




  

Fig. 2

- (a) Using the 13 category list provided in Fig. 2, complete the following table by identifying how Trailfinders would be **most likely** to categorise **each** of the following stated customer requirements. [4]

Customer Requirement	Trailfinders' Category
Two nights in Paris by Eurostar	
Seven night trip game viewing in East Africa's Masai Mara	
White water rafting in New Zealand	
Flights London/Dubai/Sydney/San Francisco/London with stopovers	

(b) Trailfinders encourages customers to make telephone bookings. Explain **two** benefits to customers of making telephone bookings.

1:

.....

.....

.....

.....

.....

.....

2:

.....

.....

.....

.....

.....

.....

..... [4]

(c) Explain **two** ways in which customers will benefit from the fact that Trailfinders has an ATOL licence.

1:

.....

.....

.....

.....

.....

.....

2:

.....

.....

.....

.....

.....

..... [4]

(d) Trailfinders also accepts Internet bookings. In the list below, circle the **four** ways in which the Data Protection Act will apply to such bookings. [4]

Details should be held no longer than is required

Goods must be as described

Information must be obtained and processed fairly and lawfully

Not to supply any goods to which a false trade description is applied

Personal data must not be viewed on Sundays

Details should be accurate and kept up to date

Reach the standard which a reasonable person would regard as satisfactory

Have appropriate security against unauthorised access

(e) Discuss the reasons for the growth in the popularity of overseas wedding packages for UK couples.

.....

.....

.....

.....

.....

3 Fig. 3 is a table of statistics about easyJet, a 'no-frills'/low-cost airline.

Previous 12 months ending in:	Year to June 2009	Year to June 2008	Change
Passengers	44 531 504	41 276 487	7.9%
Load factor (% seats sold)	85.2	83.3	2.3%

NB In the month of June 2009, the airline carried 4 146 609 passengers and achieved a load factor of 86.3%.

Fig. 3

(a) Describe the main changes in the easyJet statistics shown in **Fig. 3**.

.....

.....

.....

.....

.....

.....

..... [2]

(b) Give **two** characteristics of a 'no-frills'/low-cost airline.

1:

2: [2]

3:
.....
.....
.....
.....
.....
.....

4:
.....
.....
.....
.....
.....
..... [8]

(e)* Many European destinations attract young British travellers.

Discuss the extent to which the products and services offered by UK international coach services such as Eurolines will meet the needs of this client group.

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....

4 Fig. 4 is a news item about visitors to London.

London is bracing itself for an 'oil rush' of Arab tourists

London's West End is bracing itself for the summer 'oil rush' of Middle Eastern tourists, with sales to Arab shoppers already up 50% this year. Many shop-workers are learning Arabic ahead of the influx, while some shops are widening aisles as Middle Eastern tourists tend to shop in big groups. Arabs stay longer and spend more than other tourists, outspending Americans by 60%, the New West End Company said. A Middle Eastern man recently spent £30,000 on furniture in one shop.

It is anticipated that Arabic tourists will part with £250m in the West End between July and September. That figure may be higher if major Middle Eastern royal families visit – many Arabs choose a destination based on their monarch's travel plans.

Stuart Chappell, general manager of the Cumberland Hotel at Marble Arch, said: "Unlike many foreign visitors, Middle Eastern guests often stay for long periods, sometimes three months or more. Many guests travel en masse and we regularly see one party occupying 20 rooms. It's a demanding market but increasingly important."

Noel Saunders of John Lewis, Oxford Street, said: "Middle Eastern countries are our biggest international customers, accounting for 35.5% of sales. Leading countries include Saudi Arabia and the United Arab Emirates – and for the first time we have seen an increase in Libyan shoppers."

In 2008, there were 315,000 Middle Eastern visitors in London, spending an average of 14 nights in the city.

Ken Kelling of Visit London explained: "London is particularly attractive because of our luxury brands. Numbers of Middle Eastern visitors are lower than more traditional markets from Europe and America, but their spend is a good deal higher."

TOP SPENDING TOURISTS

Average spend in London per person per visit by nationality:

Saudi Arabia, £1,678

Russia, £1,169

United Arab Emirates, £1,109

Singapore, £984

Hong Kong, £870

Fig. 4

(a) With reference to Fig. 4, identify **three** countries which are a source of Arab shoppers visiting London.

1:

2:

3: [3]

(b) Explain why international leisure travellers from the Middle East are **most likely** to visit the UK in the summer season.

.....
.....
.....
.....
.....
.....
.....
.....
..... [3]

(c) With reference to **Fig. 4**, identify and explain **two** ways in which some London shops have attempted to meet the needs of their customers from the Middle East.

1:
.....
.....
.....
.....
.....
.....

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

18
BLANK PAGE

PLEASE DO NOT WRITE ON THIS PAGE

PLEASE DO NOT WRITE ON THIS PAGE

PLEASE DO NOT WRITE ON THIS PAGE



Copyright Information

OCR is committed to seeking permission to reproduce all third-party content that it uses in its assessment materials. OCR has attempted to identify and contact all copyright holders whose work is used in this paper. To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced in the OCR Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download from our public website (www.ocr.org.uk) after the live examination series.

If OCR has unwittingly failed to correctly acknowledge or clear any third-party content in this assessment material, OCR will be happy to correct its mistake at the earliest possible opportunity.

For queries or further information please contact the Copyright Team, First Floor, 9 Hills Road, Cambridge CB2 1GE.

OCR is part of the Cambridge Assessment Group; Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.