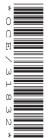


ADVANCED SUBSIDIARY GCE APPLIED TRAVEL AND TOURISM

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 numb	er			Candidate nu	ımber		

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 represent at important trade shows.	ed
	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.

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 	 	[2]

[Total: 25]

Fig. 2 is a promotional flyer for Trailfinders.

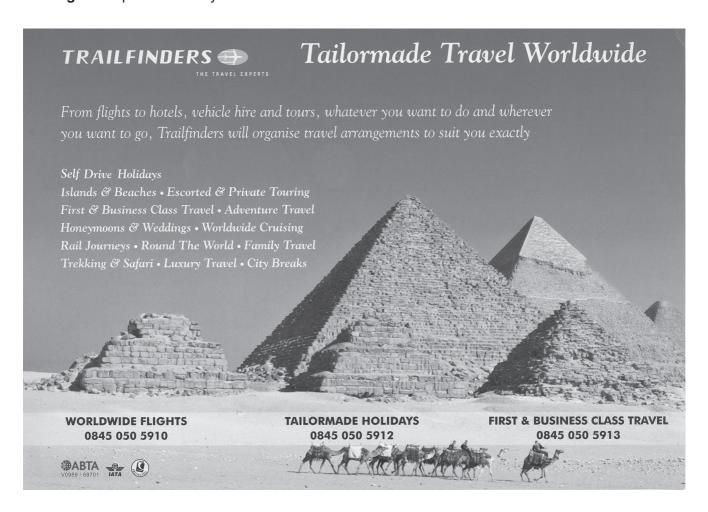


Fig. 2

(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	

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(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.

[9

[Total: 25]

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	44531504	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 4146609 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

(c) UK international travellers booking easyJet flights have the option to purchase additional travel products at the time of booking.

The following organisations supply easyJet with additional products:

- LateRooms.com
- Holiday Taxis
- Europcar
- Interhome
- Mondial Assistance.

Complete the following table by identifying the provider for **each** of the additional travel products. [4]

Additional travel product	Name of provider
Car hire	
Insurance	
Hotel accommodation	
Airport transfer	

(d)	UK leisure travellers wanting to go from London to Paris could book easyJet flights.
	Explain four advantages to a family group (two adults and two children) of making this journey by Eurostar rather than flying with easyJet.
	1:
	2:

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,	3:
	4:
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	Many European destinations attract young British travellers. Discuss the extent to which the products and services offered by UK international coac services such as Eurolines will meet the needs of this client group.
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[Total: 25]

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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:

 [
ttempted to meet the needs of their customers from the Middle East.

(d)	The Cumberland Hotel is located in Central London, near Marble Arch.					
	Assess the advantages to international business travellers staying at the hotel of using the Heathrow Express after their arrival at London Heathrow airport.					
	[6]					
(2)						
(e)	International business travellers will often stay in a hotel but attend a meeting or event held in a different type of venue.					
	For any destination with which you are familiar, evaluate the choice of non-hotel venues which are available to international business event organisers.					
	Name of chosen destination:					

 	 •••••	
 	 	[9]

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