

ADVANCED SUBSIDIARY GCE
APPLIED TRAVEL AND TOURISM
International Travel

G723

Candidates answer on the question paper.

OCR supplied materials:

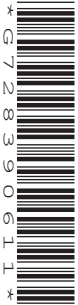
None

Other materials required:

None

Tuesday 24 May 2011
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, 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 UK airports and the Civil Aviation Authority (CAA).

Airports must put passengers first

Passengers' needs are to be put first under new measures designed to improve the air passenger experience and the economic regulation of airports unveiled by Transport Secretary, Geoff Hoon. Under the plans, the aviation regulator, the Civil Aviation Authority (CAA), will be given a new primary duty to promote the interests of passengers. Air passengers will also get a new champion – 'Passenger Focus' – which will represent them as it does for rail and bus users.

The CAA will also be given a new secondary duty to ensure that airports meet their environmental obligations. The CAA will not be asked to develop its own environmental policies but must make sure that its economic regulation of airports is consistent with existing environmental obligations placed on airports.

Geoff Hoon said: "I want to put passengers at the heart of how our airports are run – this will help ensure that we get the most efficient and competitive aviation sector possible. The CAA has told government that its current duties lack clarity. These require it to further the interests of both airlines and passengers, without saying who comes first. Today, I am removing that lack of clarity – the passenger must come first.

Passengers have told us that although they are broadly happy with their experience of airports, they want things like more seating areas, more toilets, better flight information and more baggage carousels open at busy times – these are exactly the kind of issues which we will expect the CAA to address in discharging its new duty."

The new duties are part of a package which is designed to improve the economic regulation of UK airports. The measures have been based on the recommendations of a panel of independent experts which was appointed in June 2008 to review the economic regulation of UK airports.

Fig. 1

(a) With reference to **Fig. 1**, identify the **four** improvements which passengers say will enhance their experience of airports.

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4: **[4]**

(b) Explain **three** functions of the Civil Aviation Authority (CAA).

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[6]

- 2 **Fig. 2** is a table showing the top 12 long-haul origin/destination cities for UK business travel in 2009.

City	Number of business passengers in 2009 (million)	% growth in business passengers since 1998
New York (JFK)	0.72	36%
Newark	0.29	71%
Hong Kong	0.28	29%
Dubai	0.27	149%
Boston	0.25	41%
Tokyo	0.23	16%
Washington	0.23	41%
San Francisco	0.20	23%
Chicago	0.20	34%
Singapore	0.20	50%
Mumbai	0.18	125%
Houston	0.16	139%

Fig. 2

- (a) With reference to **Fig. 2**, identify each of the following:

- the top 12 destination with the lowest percentage growth in business passengers.
.....
- the top 12 destination with the second largest percentage growth in business passengers.
.....
- the **two** Asian destinations in the top 12 with the largest number of business passengers.
1:
2: [4]

3 Fig. 3 is a promotional leaflet from Mercury Direct.

<p style="text-align: center;">4★ MALTA</p> <p style="text-align: center;">SORED A APARTHOTEL QAWRA</p> <p style="text-align: center;">2 weeks on Half Board from £399^{pp} 3rd week FREE on Half Board</p> <div style="border: 1px solid black; border-radius: 15px; padding: 5px; margin: 10px 0;"> <ul style="list-style-type: none"> ✓ Return flights from a choice of 14 UK airports <small>(Supplements may apply)</small> ✓ Air-conditioned rooms all with balcony. ✓ All UK and Malta security fees, airport taxes passenger taxes. ✓ Representative service & return transfers in resort. ✓ FREE Malta phrase book. </div>  <p style="text-align: center;">Departure dates: September '09 - April '10. <small>* 'from' price applies to departures 26/11/09 - 03/12/09 & 27/12/09 - 15/01/10. 3rd week FREE on Half Board applicable to departures 26/10/09 - 30/04/10 Prices are based on 2 adults sharing. Terms & conditions apply.</small></p>	<p style="text-align: center;">4★ SRI LANKA</p> <p style="text-align: center;">THE PALMS BERUWALA</p> <p style="text-align: center;">10 nights on All-Inclusive from £699^{pp}</p> <div style="border: 1px solid black; border-radius: 15px; padding: 5px; margin: 10px 0;"> <ul style="list-style-type: none"> ✓ Return flights from a choice of 6 UK airports <small>(Supplements may apply)</small> ✓ Accommodation in air-conditioned seaview rooms. ✓ All UK and Sri Lanka security fees, airport and passenger taxes. ✓ Representative service & return transfers in resort. ✓ 2 FREE massages per person per stay. </div>  <p style="text-align: center;">Departure dates: September '09 - June '10. <small>* 'from' price applies to departures 01/09/09 - 16/11/09. Prices are based on 2 adults sharing. Terms & conditions apply.</small></p>
<p>CALL FREE TO BOOK NOW ON 0800 408 0559 quoting ref: RSVP910</p> <p>Malta • Cyprus • Madeira • Algarve • Tenerife • Costa del Sol Sri Lanka • Kerala • Bali • Mauritius • Australia</p> <p style="text-align: right; font-size: 1.2em;">MercuryDirect </p>	

Fig. 3

(a) Mercury Direct offers holidays to both long-haul and short-haul destinations. With reference to Fig. 3, identify the following:

- **one** long-haul destination

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- **one** short-haul destination.

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(b) Identify and explain **two** ways in which the advertised offer for the Soreda Aparthotel will appeal to UK grey-market customers.

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(c) Identify and explain **two** ways in which the advertised offer for The Palms in Beruwala will represent good value for money.

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(d) Holidaymakers may be visiting an overseas destination for the first time.

Explain **three** ways in which a local tourist board can make information available to visitors once they have arrived.

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(e) Tour operators are introducing new and exotic overseas destinations to the UK leisure travel market. Discuss the appeal of such destinations to UK leisure travellers.

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- 4 **Fig. 4** is an extract from ABTA’s website. ABTA is the largest travel association in the UK and its members provide 90% of the foreign package holidays in the UK, as well as selling millions of independent travel arrangements.

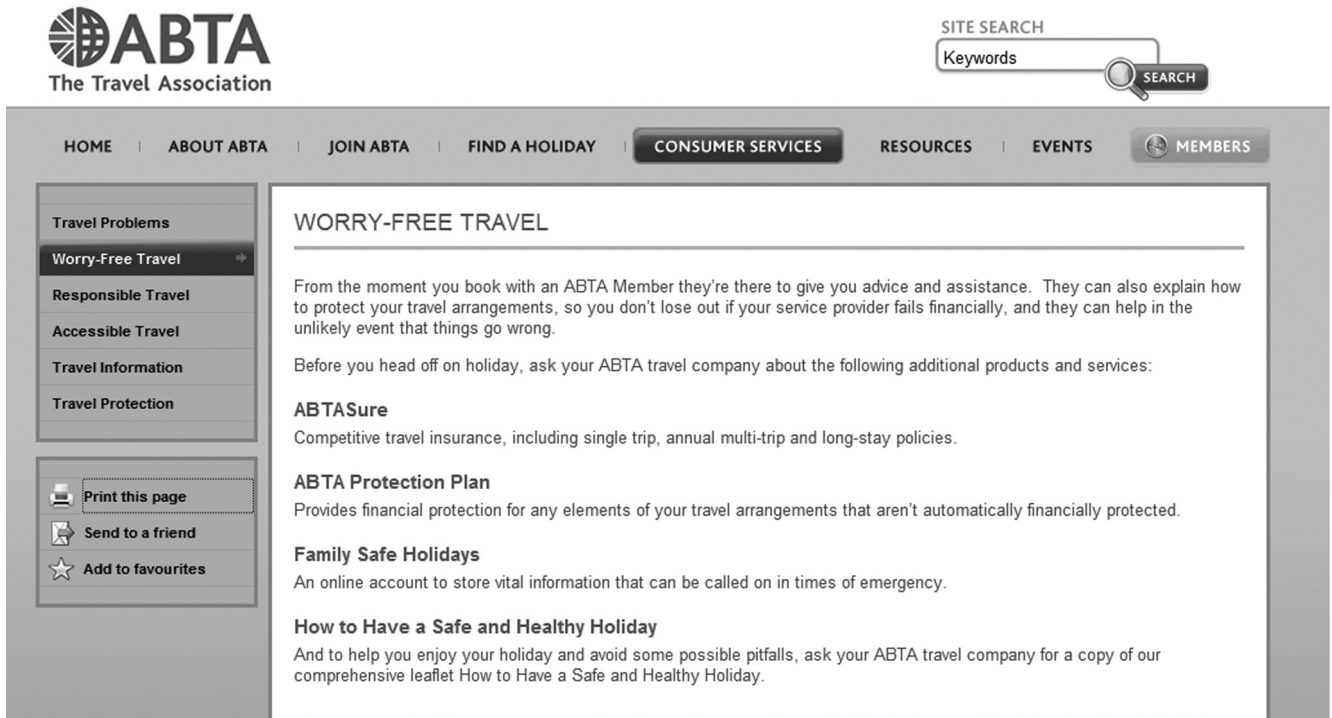


Fig. 4

- (a) With reference to **Fig. 4**, identify **three** types of insurance policy available from ABTASure.

1:

2:

3: [3]

- (b) Other than insurance, state **three** ancillary services usually on sale in travel agencies.

1:

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3: [3]

(d) Describe the role of a:

- travel agent;

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- tour operator.

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[4]

(e) Discuss the reasons for the growth in the popularity of European city break holidays.

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