

Tuesday 22 May 2012 – Afternoon

AS GCE APPLIED TRAVEL AND TOURISM

G723/01 International Travel

Candidates answer on the Question Paper.

OCR supplied materials:

None

Other materials required:

None

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. HB pencil may be used for graphs and diagrams only.
- Answer **all** the questions.
- 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).
- 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 (*).
- The following stimulus material has been adapted from published sources. It is correct at the time of publication and all statistics are taken directly from the published material.
- This document consists of **28** pages. Any blank pages are indicated.

- 1 Refer to **Fig. 1**, a news item about the appeal of the Seychelles to British holidaymakers.

Poll reveals what factors make a dream holiday – Seychelles tops the list



One of the United Kingdom's (UK's) leading online independent travel agents has conducted research with 1 826 people to uncover what factors would make up a 'dream holiday' for the majority of British holidaymakers.

The study by www.sunshine.co.uk found that the optimum temperature for a 'dream holiday' would be 28°C on average; while the dream choice of accommodation for most was a private villa, something on which 78% of respondents agreed.

When asked, "How long would your 'dream holiday' last for?" two thirds agreed that three weeks was ideal. Respondents were also asked to specify how close they would like their accommodation to be to the beach and 59% of people stated 100 metres would be 'perfect'.

The poll also aimed to find out how much spending money British people would have on their 'dream holiday' and 81% said £1 000 per week would be the perfect amount.

98% of the people who took part in the poll said their 'dream holiday' would be on an all-inclusive basis; despite this, 76% would also like to eat out every evening.

When asked, "If you could go anywhere in the world, where would you consider to be your 'dream holiday' destination?" the most popular answer was the Seychelles, with 21% agreeing.

Alain St. Ange, the Chief Executive Officer (CEO) of the Seychelles Tourism Board, said that he was happy to see that British holidaymakers reflected the basis of the new marketing drive by the Seychelles. "Our unique selling points are providing for what is considered a 'dream holiday'. The diversity of granite and coral islands, the world's best white sandy beaches, the year-round summer, the clear and unpolluted turquoise blue seas providing amazing diving excursions and the diversity of the people provide the Seychelles with the best five attractions for would be tourists."

Fig. 1

(a) With reference to **Fig. 1**, identify **four** attractions of the Seychelles to British holidaymakers.

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- 4: [4]

(b) Explain **three** advantages to holidaymakers of staying in a private villa rather than in a hotel.

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[Total: 25]

2 Refer to **Fig. 2a**, a photograph taken within the grounds of a 5* resort hotel in Dubai.



Fig. 2a

(a) With reference to **Fig. 2a**, suggest how hotel guests are likely to **benefit** from using each of the following facilities:

- public payphone;

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- cash machine/ATM.

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(b) Large resort hotels provide a range of food and beverage facilities for their guests, such as the one shown in **Fig. 2b**.



Fig. 2b

Identify and explain **three** ways in which the facility shown in **Fig. 2b** is likely to appeal to the hotel's guests.

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(c) Large resort hotels provide many services for their business and leisure guests.

Explain **three** ways in which the needs of a couple organising a wedding are likely to be met at such venues.

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3 Refer to **Fig. 3**, an extract from the Eurostar website.

We do not think charges should be hidden, so here are the facts about the costs of travelling on Eurostar compared to some of the alternatives.

	Eurostar	British Airways (BA)	Ryanair	easyJet	Air France
Payment surcharge fees					
Debit card	£0.00	£0.00	£5.00 per person, per journey (except Electron)	£2.95 (except Electron)	£0.00
Credit card	£3.00	£4.50 per person	£5.00 per person, per journey (except Mastercard Prepaid Debit Card)	2.5% (minimum £4)	£4.00 per person
Online check-in fee	N/A	£0.00	from £5.00	£0.00	£0.00
Call centre booking fee	£0.00	£5.00	£20.00	£7.50 per person, per journey	£10.00
Seat selection	£0.00	From £10.00 one way	£0.00	£0.00	£0.00
Boarding					
Priority boarding at station/airport	N/A	N/A	£3.00 per person, per journey	£6.50 – £8.00 per person, per journey	N/A
Baggage charges					
Free allowance	2 pieces of luggage and 1 piece of hand luggage	1 bag up to 23 kg	1 bag £10.00 per journey, 2 or 3 bags £20.00 each (up to 15 kg)	£8.00 per bag (up to 20 kg)	up to 20 kg

Fig. 3

(a) With reference to **Fig. 3**, identify the following:

- the airline with the most generous baggage allowance;

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- the airline with the highest call centre booking fee;

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- the airline with the highest credit card fee.

..... [3]

(d) There has been a notable increase in the number of passengers choosing Eurostar and high speed rail as an alternative to short-haul air travel to and from the UK.

Outline how each of the following might help to explain this trend:

- Eurostar joining forces with 10 UK train operating companies;

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- extra summer services to Paris;

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- the introduction of a new leisure loyalty programme, 'Eurostar Plus'.

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- 4 Refer to **Fig. 4**, extracts from a document published for the tourism industry by the Equality Commission.

Introduction

This publication seeks to provide those working in the tourism sector with guidance on their responsibilities under equality laws. It aims to demonstrate how meeting legal requirements not only ensures compliance with the law, but can also enhance customer service. In doing so, it encourages the sector to adopt an approach to equality which incorporates action to prevent discrimination and promotes equality for customers.

When making adjustments for disabled people under disability discrimination legislation, the law requires service providers to do what is reasonable in all circumstances. What is reasonable for an organisation or business to do will depend on a variety of factors, including:

- the service being delivered;
- the size of the service provider;
- the finances and resources available;
- the extent of any disruption caused by the adjustment;
- the amount of money spent on adjustments.

Discriminatory advertisements

It is unlawful for an organisation to advertise a service which is seen to be discriminatory or to advertise anything which appears to indicate an intention to discriminate. This applies to advertisements which are placed in newspapers, posters, leaflets, displays, emails and websites or in any other place.

Example

It is unlawful for the owner of a hotel or bed and breakfast premises or a person who is letting a holiday cottage, to state in their advertisement that the facilities are not available to people from black and minority ethnic groups or same-sex couples.

Responsibility for the actions of employees

Employers are liable for the actions of workers carried out in the course of their employment, whether the action was done with or without the employer's knowledge or approval. Under the anti-discrimination laws, if those workers commit any acts of unlawful discrimination or harassment against the users of services, then the owner/employer may be held responsible in law for their actions.

Fig. 4

- (a) In the following table, state whether each scenario is true or false in terms of being an example of discrimination. [4]

Tourism Scenario	True or False
A public library is in a listed building with an inaccessible front door which cannot be removed or altered enough to ensure access for people with mobility impairments. The side door has been adapted and it has become the main access point for everyone.	
A small country house hotel informs a same-sex couple that they cannot have accommodation in the main hotel but must go to one of the adjacent bungalows, with inferior services, as they might cause offence to other customers in the hotel.	
A man with a facial disfigurement is refused entry to a nightclub because of the way he looks and his friends, without facial disfigurements, are allowed onto the premises. The doorman refuses to speak directly to him which the man believes is because of his disability.	
A person with an assistance dog is not allowed access into a shopping centre because of a 'no dogs' policy.	

- (b) The Association of British Travel Agents (ABTA) has a checklist for use by disabled and less mobile passengers. The information provided is treated confidentially and will be used only to check that the transport, accommodation and facilities in the destination are appropriate for the particular individual.

Explain why **each** of the following questions has been included in the checklist:

- 'Can you walk more than 500 metres without assistance?'

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- 'Do you have a special dietary requirement for medical reasons?'

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- 'Can you walk up and down stairs unaided?'

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- (c) UK consumer law applies to any holiday description, whether it appears in a brochure, on a website or flyer, or in any other material. Additionally, brochures which describe holiday packages are subject to particular requirements imposed by the Package Travel Regulations.

Explain **three** ways in which holiday brochures have to comply with current legislation.

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