

Friday 25 January 2013 – Morning

AS GCE APPLIED TRAVEL AND TOURISM

G723/01 International Travel

* G 7 3 1 7 1 0 1 1 3 *

Candidates answer on the Question Paper.

OCR supplied materials:

None

Duration: 2 hours

Other materials required:

None



| | | | |
|--------------------|--|-------------------|--|
| 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 **20** pages. Any blank pages are indicated.

- 1 Refer to **Fig. 1(a)**, the results of a recent visitor satisfaction survey indicating how the City of Liverpool compares with rival UK tourist destinations.

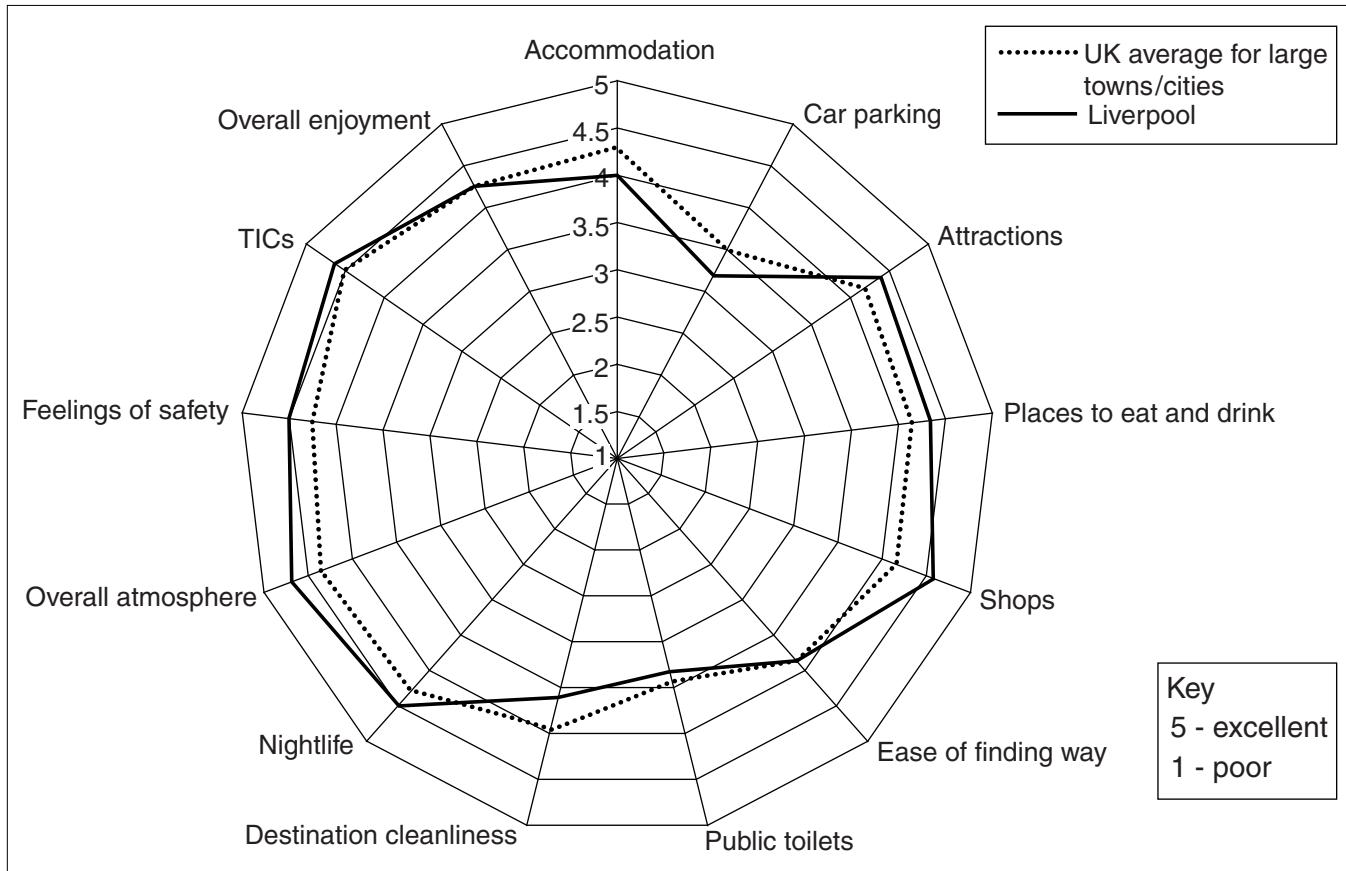


Fig. 1(a)

- (a) With reference to **Fig. 1(a)**, identify the **four** survey categories where Liverpool's visitor rating is **below** the UK average for large towns/cities.

- 1
- 2
- 3
- 4

[4]

Refer to **Fig. 1(b)**, easyJet and Ryanair flight routes from Liverpool John Lennon Airport to destinations in Spain.



Fig. 1(b)

- (b) With reference to **Fig. 1(b)**, discuss the likely reasons why many international visitors to Liverpool are Spanish. [6]

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(c) Explain **three** ways in which UK international airports, such as Liverpool John Lennon, are accessible to people with disabilities.

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[6]

(d)* Liverpool, like many other destinations, has a Tourist Information Centre (TIC).

Discuss the **types** of information which a TIC provides to visitors indicating why an international leisure traveller would find such information helpful. [9]

- 2 Refer to **Fig. 2**, an illustration which shows some of the services which large hotels provide for international travellers and other guests. A number of these hotel service environments are labelled A to H.

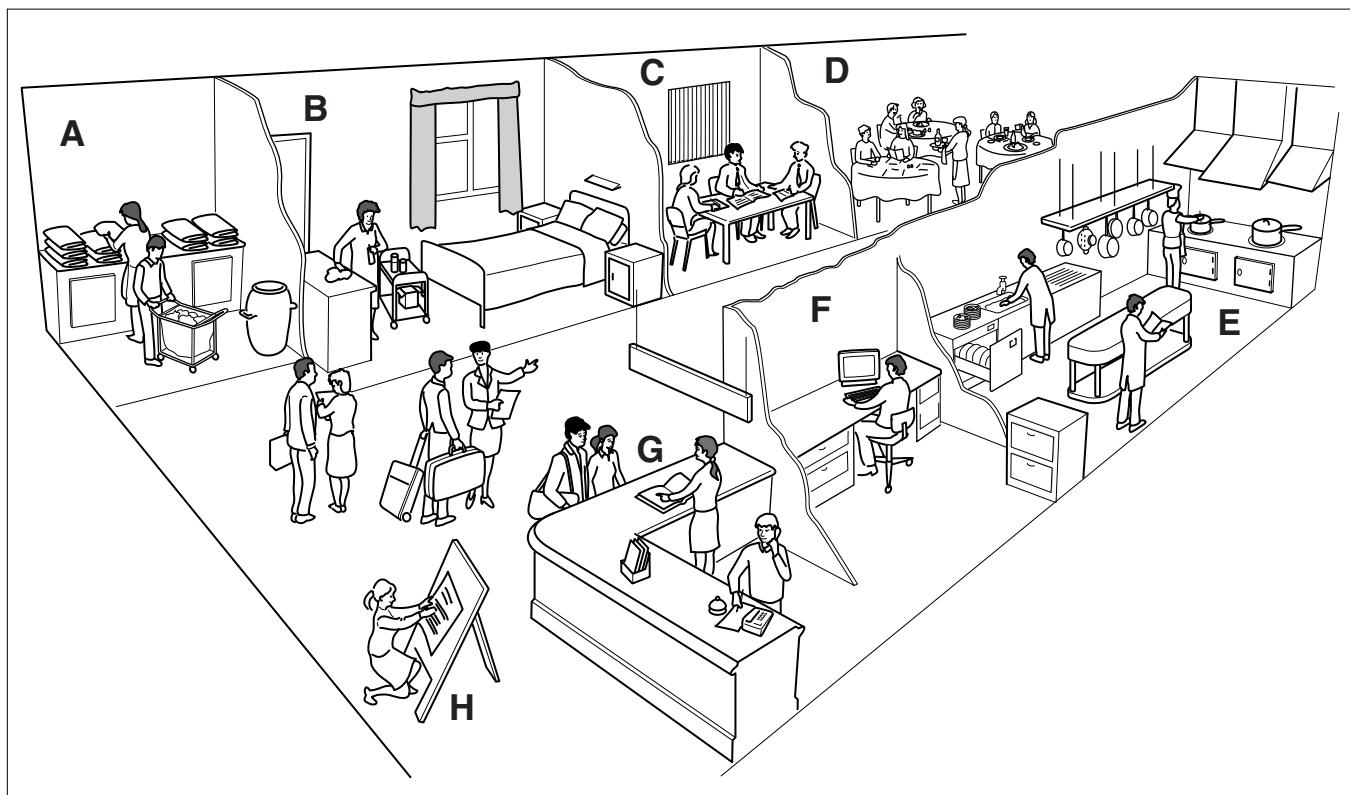


Fig. 2

- (a) With reference to **Fig. 2**, complete the following table by using the appropriate letter to identify the service environment which is used to meet **each** of the listed customer requirements. [4]

| Customer requirement | Service environment letter |
|------------------------------------|-----------------------------------|
| Confirmation of an on-line booking | |
| Holding a business meeting | |
| Hosting a gala banquet | |
| Preparing a room service order | |

- (b) Some hotel guests will be international leisure travellers taking part in a touring package holiday.

Explain **three** reasons why such guests will be **unlikely** to use ancillary services, such as airport transfers, car hire and excursions which are provided by most large hotels.

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[6]

- (c) Fig. 2 shows a member of staff using the notice board near the hotel's reception desk (H).

State **three other** methods used by large hotels to bring information to the attention of resident guests and explain why **each** of these methods is used.

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[6]

- (d) Evaluate the types of self-catering options which exist for international leisure travellers visiting the UK.

. [9]

- 3 Refer to **Fig. 3**, an extract from the Saga Holidays website. All Saga products are aimed at the over 50 age group.

The screenshot shows the Saga Holidays website with a dark grey header. The header features the 'SAGA' logo and the tagline 'Holidays done properly'. To the right of the logo are links for 'Insurance', 'Money shop', 'Health shop', 'Saga Magazine', and 'Saga Zone'. Below the header is a navigation bar with links: 'Travel home', 'Hotel holidays', 'Touring holidays', 'Ocean cruises', 'River cruises', 'Themed holidays' (which is highlighted in black), 'Special offers', and 'Partner discounts'. Underneath the navigation bar, a breadcrumb trail shows 'Home >> Themed holidays'. The main content area has a dark grey background. On the left, large white text reads 'Whatever your interest, we have a holiday to suit...'. To the right of this text are eight square thumbnails, each representing a different theme: 'Archaeology' (showing a temple), 'Gardens' (showing a flower), 'Music' (showing a musical score), 'Art appreciation' (showing a statue), 'Walking' (showing two people walking in a landscape), 'Dancing' (showing a couple dancing), 'Wildlife' (showing a tiger), and 'Solo travellers' (showing three people walking on a beach). Below the 'Wildlife' thumbnail is another square thumbnail for 'Christmas' (showing wrapped gifts). To the left of the 'Archaeology' thumbnail, there is a block of text describing the benefits of the program, followed by a bulleted list of features.

This collection of holidays will enable you to join like-minded people for a programme of themed visits, activities or lectures, all of which are led by an expert host or local specialist guide.

- › The Saga Price Promise guarantees the best deal every time
- › So much included in the price
- › All holidays led by an expert host or local specialist guide
- › Many single rooms at no extra cost
- › Insurance included on all overseas holidays

Fig. 3

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

- the **two** holiday activities aimed at the more active senior traveller

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- the **two** holiday categories aimed at senior travellers with an interest in nature.

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[4]

- (b) Saga holidays are targeted at the over 50 age group.

Outline **two** reasons to explain why '**solo traveller**' holidays are likely to be an appropriate product for this UK market segment.

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[6]

12

- (c) Explain **three** ways in which Saga's customers may benefit from the company's ABTA membership.

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[6]

- (d) Many tour operators sell sight-seeing tours within particular destinations.

Discuss the appeal of such tours to the international leisure traveller.

- 4 Refer to **Fig. 4** which lists six features of the Eurostar business service. These are labelled A to F.

| | |
|----------|--|
| A | Eurostar travellers are free to use electronic devices on board, so there is no problem making phone calls, or turning on your laptop to prepare for that important meeting at the end of your journey. |
| B | Step straight off the train and into the very heart of your destination city fresh and ready to go about your business, having avoided tedious transfers and lengthy motorway commutes to and from airports which may be on the outskirts of town. |
| C | With our high-speed trains travelling at 186 mph, Eurostar will whisk you from St Pancras International to the centre of Paris in 2h 15, Brussels in 1h 51 and Lille in 1h 20. |
| D | With up to 19 trains running daily between London and Paris, 10 between London and Brussels and 8 between London and Lille, you can choose to travel at a time which suits you. |
| E | With punctuality rates of over 90% for both our Paris and Brussels routes, we believe our reliability figures speak for themselves; Eurostar is the natural choice for business travellers. |
| F | With comfortable seats and great views outside your window (when you are not in the tunnel that is), you could be forgiven for forgetting you are travelling for business altogether. |

These figures are correct as of August 2011

Fig. 4

- (a) With reference to **Fig. 4**, complete the following table by using the appropriate letter to identify the feature which best fits **each** advantage of the Eurostar business service. [4]

| Business travel advantage | Letter of appropriate feature |
|----------------------------------|--------------------------------------|
| Reach your destination fast | |
| Travel when it is convenient | |
| Relaxing, trouble-free journeys | |
| Get there on time | |

- (b) Eurostar attempts to provide a service for all passengers with special travel needs.

Explain how Eurostar meets the needs of **each** of the following:

- wheelchair users

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- passengers with special dietary requirements

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- unaccompanied minors.

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[6]

- (c) Business travellers frequently attend a variety of events.

Explain **three** ways in which an international conference is likely to differ from a business meeting.

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[6]

- (d) Many wealthy leisure travellers enjoy going on luxurious journeys.

With reference to **one** international luxurious journey with which you are familiar, assess the reasons why it is popular with this market segment.

Name of chosen luxurious journey:

[9]

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