

ADVANCED SUBSIDIARY GCE
APPLIED TRAVEL AND TOURISM
Unit 4: International Travel

G723

Candidates answer on the question paper

OCR Supplied Materials:
None

Other Materials Required:
None

Monday 12 January 2009
Morning

Duration: 2 hours



Candidate Forename		Candidate Surname	
--------------------	--	-------------------	--

Centre Number						Candidate Number				
---------------	--	--	--	--	--	------------------	--	--	--	--

INSTRUCTIONS TO CANDIDATES

- Write your name clearly in capital letters, your Centre Number and Candidate Number in the boxes above.
- Use black ink. Pencil may be used for graphs and diagrams only.
- Read each question carefully and make sure that you know what you have to do before starting your answer.
- Answer **all** the questions.
- Do **not** write in the bar codes.
- Write your answer to each question in the space provided.

INFORMATION FOR CANDIDATES

- The number of marks for each question is given in brackets [] at the end of each question or part question.
- The total number of marks for this paper is **100**.
- This document consists of **20** pages. Any blank pages are indicated.


Examiner's Use Only:			
1			
2			
3			
4			
Total			

1 Refer to Fig. 1.

THE INDEPENDENT TRAVEL

Cooking In Italy

Four days from £399pp - Free Guide Book



The Independent offers you an enchanting short break to Puglia, where you will learn to cook local dishes in the company of an expert.

Day 1: Fly to Bari airport and transfer to the Corte Altavilla hotel in Conversano. This boutique hotel is a converted 14th century court house whose owners specialise in Agro tourism and gastronomy. An escorted walking tour of Conversano and dinner are included.

Day 2: Meeting the owners after breakfast you travel to a local food market. Learn to select the ingredients for your first cookery class, which lasts for three hours. Lunch will be what you have prepared in the morning, served with

local wine. Afternoon free.

Day 3: Second three-hour cookery lesson in the morning followed by lunch. Afternoon free. Evening gala meal at the Pasha restaurant, sampling local recipes with local wine. The Pasha is one of the top three restaurants in the Puglia region.

Day 4: Free day, transferring to Bari airport in the afternoon.

The price is per person and based on minimum two passengers travelling. You can travel at any time between now and November 2007. Flights are extra and you can organise them yourself or buy them at the time of booking for an extra £40 to £80 per person (average price).

0870 050 8381 quoting INDI-25

www.thediscoverycollection.com/independent

Prices per person, based on two sharing and subject to availability. Operated by The Discovery Collection Ltd, Atol 6084, a company independent of Independent News and Media Plc. When you respond to promotions and offers, Independent News and Media Plc may use your information to contact you with offers/services that we believe will be of interest. Please give your mobile or email details if you wish to receive offers by sms or email. We will not give your data to other companies without your permission, please let us know if you are happy for us to do so. For further information, please write to Customer Marketing, The Independent, 191 Marsh Wall, London E14 9RS.

Source: The Independent, 2007, www.independent.co.uk

Fig. 1

(a) Identify **each** of the following.

- The arrival airport to be used.

.....

- The accommodation to be used.

.....

- The resort destination used in Puglia.

..... [3]

(b) Identify **three** likely characteristics of a 'boutique hotel' such as that identified in **Fig. 1**.

Characteristic 1:

.....

Characteristic 2:

.....

Characteristic 3:

..... [3]

(c) Suggest and explain **two** likely reasons why this short break is only available until November.

Reason 1:

.....

Explanation:

.....

Reason 2:

.....

Explanation:

..... [4]

(d) Suggest and explain **three** likely advantages to travellers of an escorted walking tour being included as a part of the itinerary for this short break.

Advantage 1:

.....

Explanation:

.....

Advantage 2:

.....

Explanation:

.....

Advantage 3:

.....

Explanation:

..... [6]

(e) Cheap flights may be available for this short break.

Discuss the factors which allow low cost/budget airlines to operate cheap flights to Europe.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

2 Refer to Fig. 2, a notice at the entrance to a visitor attraction in Ypres, Belgium.

IN FLANDERS FIELDS MUSEUM
TARIEVEN • TARIFS • CHARGES • TARIFE

INDIVIDUELEN • INDIVIDUELS • INDIVIDUALS • EINZELBESUCHER





Volwassenen • Adultes • Adults • Erwachsene	7,50 €
Kinderen (7 - 15 j.) • Enfants (7 - 15 a.) Children (7 - 15 y.) • Kinder (7 - 15 J.)	3,50 €
Gezinsticket • Ticket de famille • Family ticket • Familien Kinderen tot 15 j. • Enfants jusqu'a 15 a. • Children till 15 y. • Kinder bis 15 J.	18 €

GROEPEN • GROUPES • GROUPS • GRUPPEN






VANAF 20 PERS. • A PARTIR DE 20 PERS. • OF AT LEAST 20 PEOPLE • AB 20 PERS.

Gemengde groepen • Groupes divers Mixed groups • Gemischte gruppen	5 €
Scholen • Ecoles • Schools • Schulen	3,50 €

KORTINGEN • DISCOUNTS • REDUCTIONS • ERMÄSSIGUNGEN





 en andere

Credit cards : Visa – Eurocard – Diners – Am Ex
 Bancontact – Proton
 We accept British Pounds

© J Smith/OCR

Fig. 2

(c) Many UK business travellers going to Belgium now use Eurostar to attend meetings in Brussels.

Suggest and explain **four** ways in which this rail service is likely to meet their needs.

Way 1:

.....

Explanation:

.....

Way 2:

.....

Explanation:

.....

Way 3:

.....

Explanation:

.....

Way 4:

.....

Explanation:

..... [8]

(d) Discuss how people's leisure travel choices may be influenced by the local culture and traditions of a destination.

.....

.....

.....

.....

.....

.....

.....

..... [9]

[Total: 25]

3 Refer to Fig. 3.



The Continental Ferry Port is the centrepiece of Portsmouth's commercial maritime activities. Its geographical position makes it the closest UK port to London and Paris. It is Britain's best connected ferry port, offering more routes and better motorway links than any of its competitors. At peak times the hourly throughput of cars is higher than at any other UK ferry port due to the capacities of the ships and ferry operators' schedules. A motorway (M275) running right to the entrance provides easy, direct access to the port – Portsmouth is the only UK ferry port with this clear advantage.

The Passenger Terminal, built in 1976, has been modernised and refurbished on a number of occasions. It is available to all passengers travelling in their own vehicles, by coach or on foot, and provides ground floor accommodation with direct access for foot passengers through port controls to the shuttle bus service to the ships.

A covered set down/pick up area for foot passengers beside the main passenger terminal provides additional space for coaches and taxis, enabling foot passengers to get from these vehicles into the terminal under cover. A coach park has been allocated for travelling coaches adjacent to the main terminal. Refreshment facilities include a recently refurbished café and bar. Plasma screens have been installed in the main terminal building to provide information for passengers as they travel through the port.

The facilities, all of which are suitable for use by travellers with disabilities, include:

- booking offices for Brittany Ferries, Condor Ferries, LD Lines and P&O Ferries;
- Internet access and photo booth;
- extensive seating areas, toilets, a parent/baby changing room and facilities for breastfeeding mothers;
- café and travel shop open daily from 0600–2300 hrs;
- licensed bar open daily from 1100–2300 hrs;
- bureau de change open daily from 0600–2300 hrs;
- port security and tourism information points;
- electronic signs to assist passengers as they travel through the port.

Source: Portsmouth Port, www.portsmouth-port.co.uk

Fig. 3

- (a) Identify **three** of Portsmouth’s unique features which attract international travellers between London and Paris.

Feature 1:

.....

Feature 2:

.....

Feature 3:

..... [3]

- (b) Identify and explain **two** ways in which Portsmouth’s passenger terminal has been made attractive for foot passengers.

Way 1:

.....

Explanation:

.....

Way 2:

.....

Explanation:

..... [4]

- (c) Portsmouth’s passenger terminal provides a range of facilities to meet different passenger needs.

Complete the table below by identifying a service/facility which meets each type of passenger need. [3]

Passenger type/need	Service/facility provided
Mother with infant	
Check personal e-mail	
Foreign currency	

- 4 Refer to **Fig. 4**, part of an article about UK travel trends.

Flight Centre Predictions for Travel Trends in the Future:

Cruising: Cruising is the biggest growth area in the UK travel industry with the expansion in the provision of affordable cruises in the Mediterranean and Baltic regions. Many families are even taking advantage of the all-inclusive nature of a cruise holiday as the best way to see the world and experience all the creature comforts available to them.

River cruising: River cruising appeals to travellers who are looking for a relaxing way to explore Europe. It allows travellers to see life along Europe's famous rivers, discovering small villages and towns and visiting destinations which until now have been relatively unexplored such as Hungary, Serbia, Romania and Bulgaria. The range of river cruises has expanded and there are now itineraries visiting fascinating places such as Egypt, Russia, France and Portugal, plus journeys along the Rhine and Danube rivers.

Adventure travel for families: A whole generation of people have grown up having travelled all their lives, from being taken abroad by their parents at a young age to taking gap years in exotic locations. There is a growing trend for people with young families to still want to visit adventurous destinations with their children. There are a number of tour operators which have developed suitable programmes. Children can be as enthusiastic about travel as their parents and what better way to bring history and culture alive than letting children experience these things first hand. Walking the Great Wall of China, staying with a Vietnamese family in the Mekong Delta or discovering turtles on the beaches of Costa Rica are now viable options for families.

Winter sports holidays: More people than ever before are now regularly taking a winter sports holiday as well as their summer break. The development of resorts in places such as Slovenia, Bulgaria and Hungary and the good rate of exchange in both the USA and Canada have made ski holidays much more affordable. Apart from the actual skiing, most ski-lodges provide a variety of activities such as snowboarding, cross-country trails (walks and hikes), ski-shooing, snow carting, ice-skating, tobogganing, quad biking and sleigh rides. Skiing is an excellent activity for the whole family. Most ski lodges offer fabulous facilities for children, with special clubs which cater for them while the adults take to the slopes or enjoy après-ski.

Source: Easier Media, www.easier.com

Fig. 4

- (a) Identify **three** destinations which *Flight Centre* predicts will become popular with UK families seeking adventure travel.

Destination 1:

Destination 2:

Destination 3: [3]

(b) Identify **two** European rivers which are popular cruise destinations for UK travellers.

River 1:

River 2: [2]

(c) Identify and explain **three** reasons for the popularity of winter sports holidays.

Reason 1:

.....

Explanation:

.....

Reason 2:

.....

Explanation:

.....

Reason 3:

.....

Explanation:

..... [6]

(d) *Flight Centre* operates 90 retail outlets in the UK for the sale of travel products and services.

(i) Name **two** pieces of legislation which protect the UK consumer when purchasing travel products and services.

Piece 1:

Piece 2: [2]

(ii) Explain how consumer protection legislation will influence the content of the window displays in *Flight Centre's* retail outlets.

.....

.....

.....

.....

.....

..... [3]

.....

..... [9]

[Total: 25]

18
BLANK PAGE

PLEASE DO NOT WRITE ON THIS PAGE

19
BLANK PAGE

PLEASE DO NOT WRITE ON THIS PAGE

PLEASE DO NOT WRITE ON THIS PAGE



Copyright Acknowledgements:

- Fig. 1 Source: The Independent, 2007, www.independent.co.uk
Fig. 2 © J Smith/OCR
Fig. 3 Source: Media Book, Autumn 2008, Portsmouth Port, www.portsmouth-port.co.uk
Fig. 4 Source: Easier Media, 2006, www.easier.com

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (OCR) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

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.