

**Monday 23 January 2012 – Morning**

**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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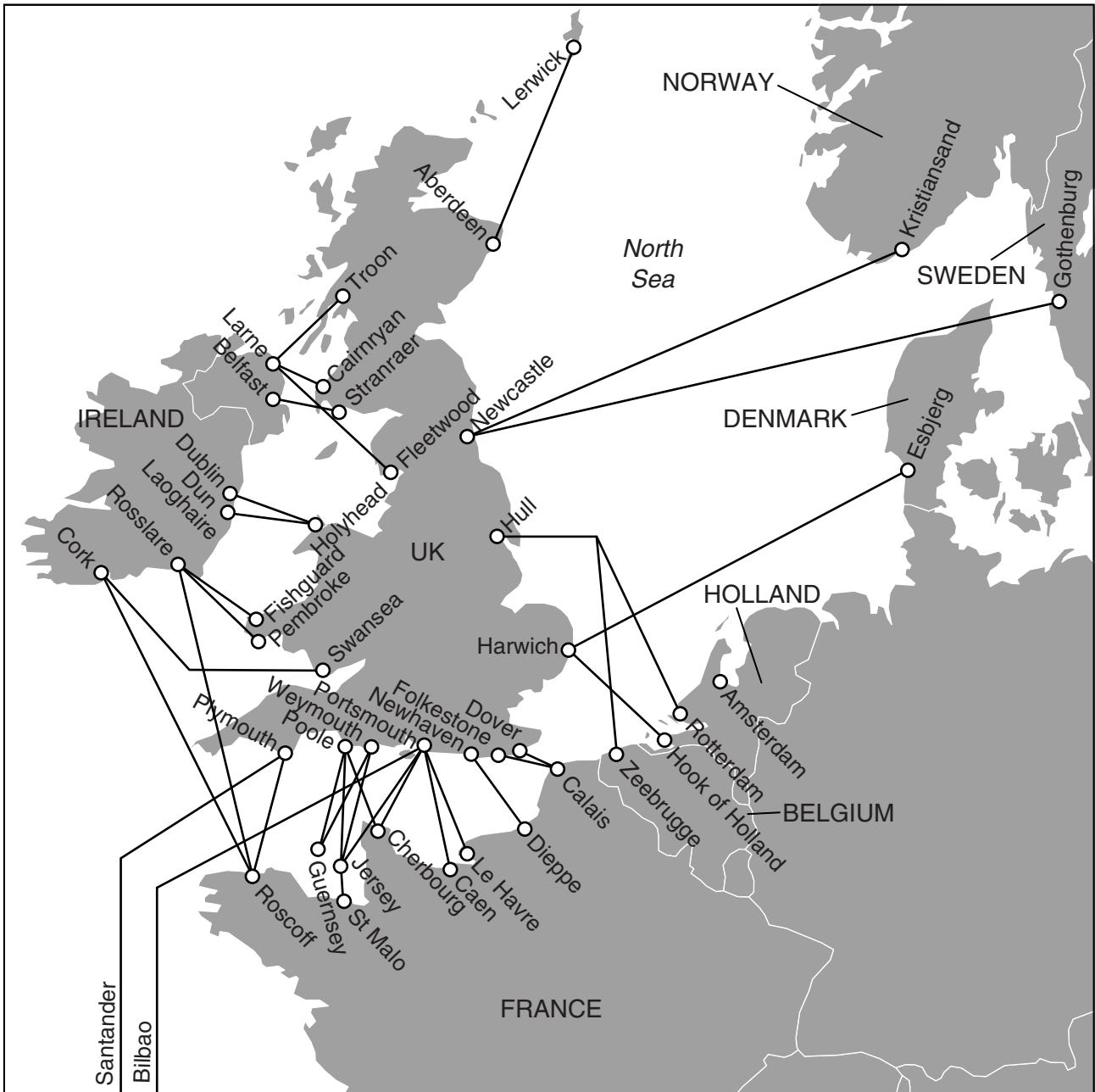
**INSTRUCTIONS TO CANDIDATES**

- 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 **24** pages. Any blank pages are indicated.

- 1 Refer to **Fig. 1a**, the United Kingdom's (UK's) main ferry routes and **Fig. 1b**, some advantages of travelling by ferry.



**Fig. 1a**

Travelling by ferry is a great and usually a much cheaper alternative to air travel. A trip to one of Europe's ferry ports means you do not have to worry about excess baggage and there are no hidden charges! Ferry travel is very affordable and there are numerous daily sailings to the most popular destinations, with no worries about lost luggage.

Some of the larger ports in Europe, such as Zeebrugge in Belgium and Calais in France, are better equipped than most European airports. If you are travelling as a foot passenger, which is possible on most if not all of the routes identified in **Fig. 1a**, you will find a network of cheap and efficient public transport systems crossing Europe and beyond.

There are various ways to pass your time at each port terminal whilst you wait to board your vessel. You could spend time browsing in the many shops, restaurants and bars.

**Fig. 1b**

**(a)** With reference to **Fig. 1a**, identify each of the following:

- the number of French ports served by cross channel ferries;  
.....
- the number of Welsh ports with ferry services to Ireland;  
.....
- the number of European destinations served by ferries from Newcastle;  
.....
- the UK port with the greatest number of routes.  
..... **[4]**



(c) Outline **three** likely reasons to explain why many bookings for ferry and cruise packages are made 'face to face' with retail travel agents.

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**[Total: 25]**

2 Refer to **Fig. 2**, a recent news article about medical tourism.

**India to be marketed in UK as a medical tourism destination**



Medical Tourism

Representatives of the Indian healthcare sector have been in the UK to market India as an efficient and cost-effective medical tourism destination. Ten groups in the healthcare and medical equipment sector visited the UK on an invitation from UK Trade and Investment (UKTI) to share views and to look at opportunities for investment.

The UK is a huge market for the Indian healthcare sector as costs for treatment are approximately 75% lower in India than in the UK. As an example, the typical cost of rhinoplasty (nose reshaping) in Croatia, Egypt or Turkey is around £1 500, compared with between £3 000 and £4 000 in the UK, while in India rhinoplasty will cost just £850.

“We will explore opportunities for either strategic partnership in the UK for direct investment or to tap the medical tourism potential with our low-cost patient care,” said Madan Gaekwad, Executive Vice President of Sagar Hospitals, a leading Indian private healthcare group.

**Fig. 2**

(a) With reference to **Fig. 2**, identify the **four** countries likely to be popular with UK medical tourists.

- 1: .....
- 2: .....
- 3: .....
- 4: ..... [4]



- (b) 'Medical tourism' is one of a number of niche markets in the UK where operators offer specialised travel packages catering for specific requirements. Other niche markets are 'Adventure tourism', 'Sports tourism', 'Ecotourism' and 'Religious tourism'.

Complete the following table by identifying the most appropriate niche market for **each** of the travel packages. [4]

Travel Package Details	Niche Market
Visits to London for the opening ceremony of the 2012 Olympic Games	
A trip to Victoria Falls for whitewater rafting on the River Zambezi	
A Christmas Eve visit to Bethlehem's Manger Square and to the Church of the Nativity	
A trip to see the volcano and hot springs in Costa Rica's Arenal National Park	

- (c) Some of the destinations listed in the table in **part (b)** are safer than others.

Explain why the Foreign and Commonwealth Office (FCO) advises British travellers to do **each** of the following:

- you should carry a photocopy of the personal details page from your passport with you at all times.

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- if you are visiting jungle areas you should be accompanied by experienced local guides.

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- if you are travelling on your own and not in a group be particularly careful to keep wallets, money and valuables out of sight.

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- you should avoid any political gatherings and/or demonstrations.

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- (d) Discuss the ways in which local sightseeing tours are made available to UK travellers visiting overseas destinations.

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3 Refer to **Fig. 3a**, the results of a Civil Aviation Authority (CAA) survey into the passenger departure experience in UK airports.

	<b>% satisfied</b>	<b>% neither satisfied nor dissatisfied</b>	<b>% dissatisfied</b>	<b>% don't know</b>
Length of time and ease of check-in	82	9	6	2
Security screening (e.g. X-ray, body and bag searches)	79	13	7	0
Ease of getting around the airport (e.g. signage and wayfinding)	78	13	8	0
Information provided on flight times and departure gates, including changes or delays	77	12	10	1
Overall experience pre-departure at the airport	77	17	7	0
Availability of airport facilities (e.g. retail, car-parks, e.t.c)	70	18	9	3
Ease and time taken to get to boarding gate	74	14	11	0
Amount of seating available at the airport	60	20	20	1
Availability of staff and helpfulness of staff during your passage through the airport	59	24	9	9
Facilities available inside the business lounge	29	8	3	60

**Note:** Figures subject to rounding.

**Fig. 3a**

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

- the aspect of airport departure with which passengers were most dissatisfied;  
.....
- the aspect of airport departure with which most passengers were satisfied;  
.....
- the percentage of passengers who were satisfied with staff availability and helpfulness;  
.....
- the percentage of passengers who were dissatisfied with their overall pre-departure experience at the airport.  
..... **[4]**

(b) Describe **three** facilities which are usually available for passengers who pay for lounge access within the departure areas of major UK international airports.

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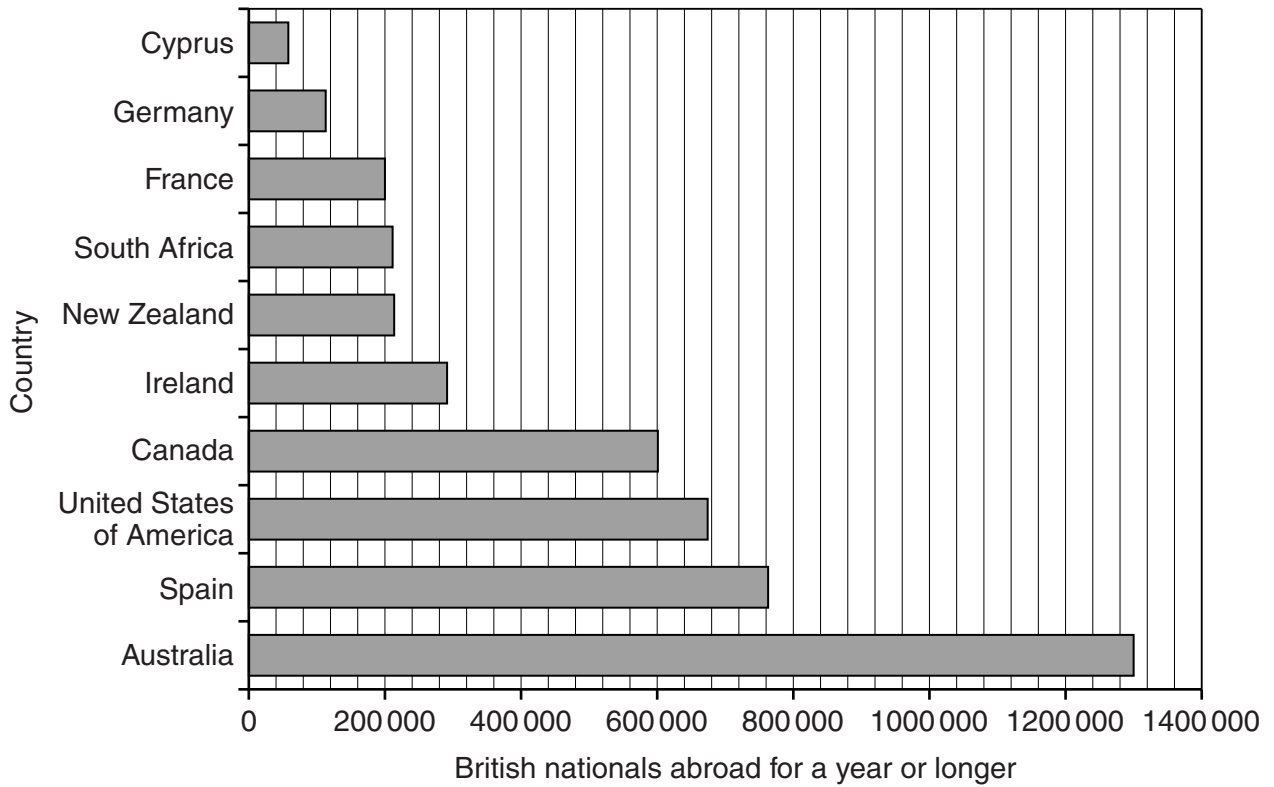
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[6]

(c) Refer to **Fig. 3b**, a graph showing the top 10 destinations of British nationals resident abroad.



**Fig. 3b**

(i) With reference to **Fig. 3b**, identify each of the following:

- the number of British nationals living in Canada;

.....

- the number of top 10 destinations for British nationals abroad which can be classified as being long-haul.

..... [2]

(ii) How and why might the travel patterns of people living in the UK visiting friends and relatives in Australia compared with Spain differ in terms of:

- frequency of visit?

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- length of stay?

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(d)\* Discuss the reasons why many inbound leisure tourists visiting the UK will choose to travel by car.

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- 4 Refer to **Fig. 4**, a news article about UK travel companies.

### More British travel companies may face downfall in 2010

More UK budget travel companies are facing insolvency this year.

Kiss Flights, which sold holidays to Greece, Egypt, Turkey and the Canary Islands, went into administration, the seventeenth UK travel company protected by a customer protection scheme to go out of business this year. Another 33 companies under the same scheme failed in 2009. The total is likely to be higher as not all travel companies are protected by Air Travel Organisers' Licensing, which ensures customers are compensated for any money paid and repatriated to their homes.

The companies have been hit by several factors. Holiday bookings have been hit by the economic downturn, a volcanic ash cloud closed most of Europe's airspace for a week in April and caused continued disruption into May, freezing weather in January led to flight cancellations and labour disputes have hit flights at British Airways and threatened disruption elsewhere in the airline industry.

Kiss Flights said it had not been able to pick up enough new bookings to cover its costs after the ash cloud which had drifted down from a volcano in Iceland had caused chaos for travellers in April and May.

"On top of poor yields and very late booking trends, our fate was sealed by very poor forward sales," said Gary Ash, Chief Executive of Flight Options, Kiss Flights' parent company.

Companies were forced to compensate millions of passengers for the disruption caused by the Icelandic ash cloud on top of the costs of looking after and repatriating stranded passengers.

TUI Travel plc, Europe's largest tour operator, said the total loss of revenue caused by the volcanic ash was £105 million.

**Fig. 4**

- (a) With reference to **Fig. 4**, identify **four** factors which have had a negative effect on holiday bookings in the UK.

1: .....

2: .....

3: .....

4: ..... [4]



(c) Explain **three** ways in which shopping facilities at UK international airports are likely to meet the needs of departing passengers.

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