

OXFORD CAMBRIDGE AND RSA EXAMINATIONS
Advanced Subsidiary GCE

APPLIED TRAVEL AND TOURISM

G723

UNIT 4: International Travel

Friday **13 JANUARY 2006** Morning 2 hours

Candidates answer on the question paper.

Additional materials:
None

Candidate Name	Centre Number	Candidate Number												
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TIME 2 hours

INSTRUCTIONS TO CANDIDATES

- Write your name, Centre number and candidate number in the spaces above.
- Write your answers, in blue or black ink, in the spaces provided on the question paper.
- Answer **all** the questions.
- Read each question carefully and make sure you know what you have to do before starting your answer.
- If you run out of space for an answer, continue on the lined page at the back of the booklet.
- If you use the lined page, you **must** write the question number next to your answer.

INFORMATION FOR CANDIDATES

- The number of marks available is shown in brackets [] at the end of each question or part question.
- The total number of marks for this paper is **100**.

FOR EXAMINER'S USE	
1	
2	
3	
4	
TOTAL	

This question paper consists of 14 printed pages and 5 blank pages and 1 lined page.

An extract has been removed due to third party copyright restrictions

Details:

An advert for the holiday company 'Thompson' in conjunction with Liverpool John Lennon Airport. The advert shows 3 globes, each with holiday offers from Thompson.

Fig. 1

1 (a) Refer to Fig. 1. Identify **four** ways in which potential customers can obtain details about Thomson summer holidays.

1

2

3

4 [4]

(b) Identify and explain **three** reasons why Thomson operates holiday departures from regional airports such as Liverpool John Lennon.

1

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2

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3

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..... [6]

(c) Describe **three** services that are provided 'air-side' for the convenience of international travellers at airports such as Liverpool John Lennon.

Service 1

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Service 2

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Service 3

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..... [6]

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Details:

An article on the new P&O ship 'Arcadia' which has a capacity of 1952 passengers and is 17m longer than Tower Bridge at 285m. The article is titled 'Bon voyage: 3000 agents to toast Arcadia' and taken from the Travel Trade Gazette.

Fig. 2

2 (a) Refer to Fig. 2. Identify **four** cruise circuits that P&O's new vessel *Arcadia* will be operational on.

- 1
- 2
- 3
- 4 [4]

(b) Explain the potential customer appeal of each of the following *Arcadia* services:

(i) Gary Rhodes' restaurant 'Orchid';

.....
..... [2]

(ii) P&O's 'largest-ever spa';

.....
..... [2]

(iii) Butler service in all suites.

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..... [2]

(c) Discuss possible reasons why the *Arcadia* will be based in Southampton between April and October and in the Caribbean from November to March.

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..... [6]

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Details:

An article about the Eurostar train service competing with flying for business travellers travelling to Europe. It mentions how train travel has improved over the years and is now a much more efficient service.

Fig. 3

3 Refer to Fig. 3.

(a) (i) Define the term *business traveller*.

.....
..... [1]

(ii) State **three** different purposes of business travel.

1
2
3 [3]

(b) Explain **three** ways in which Eurostar's products and services meet the needs of **business** travellers.

1
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2
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3
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..... [6]

(c) Other than Eurostar, explain the appeal of **two** methods of transport used by **leisure** travellers between London and Paris.

Method 1:
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Method 2:
.....
..... [6]

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**An advert has been removed due to third party
copyright restrictions.**

Details:

An advert from 'Flight Centre' showing the latest fares
to popular destinations.

Fig. 4

4 (a) Refer to Fig. 4. Identify **four** items that are included in the advertised New York spring break.

1

2

3

4 [4]

(b) Identify and explain **two** pieces of legislation that apply to the advertisement and the sale of holidays by companies such as Flight Centre.

Legislation 1

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Legislation 2

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..... [6]

(c) Assess the benefits of ABTA membership to both Flight Centre and its customers.

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..... [6]

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