

OXFORD CAMBRIDGE AND RSA EXAMINATIONS

Advanced Subsidiary GCE

APPLIED TRAVEL AND TOURISM

G723

UNIT 4: International Travel

Monday

19 JUNE 2006

Afternoon

2 hours

Candidates answer on 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 this 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 15 printed pages, 1 lined page and 4 blank pages.

An extract has been removed due to third party copyright restrictions

Details:

An extract from an advert for Gulf Air services which offer 'sky nanny's' to help make life easier for travellers with children on long haul flights.

Fig. 1

1 (a) Refer to Fig. 1. Identify and describe **two** ways in which a 'Sky Nanny' will provide a service for Gulf Air passengers.

1

.....

.....

2

.....

..... [4]

(b) Gulf Air carries passengers from the Middle East to the UK.

(i) Refer to Fig. 1. Identify Gulf Air's **two** routes to the UK.

Route 1

Route 2 [2]

(ii) Suggest **four** different reasons for passengers to make a journey from the Middle East to the UK.

1

2

3

4 [4]

(c) Discuss the different ways in which Gulf Air's passengers are likely to be able to book their flights.

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..... [6]

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A flyer has been removed due to third party copyright restrictions

Details:

A flyer advertising 'The Beatles Story' in Liverpool www.beatlesstory.com
The flyer has a large photo on the front and directions on the reverse

Fig. 2

2 (a) Identify and explain **two** pieces of evidence from Fig.2 which suggest that some visitors to The Beatles Story come from overseas.

1

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2

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..... [4]

(b) Explain **three** products/services offered by Tourist Information Centres, such as that at the Albert Dock.

1

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2

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3

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..... [6]

(c) Discuss the methods of travel that are currently available to bring visitors to Liverpool from the Irish Republic.

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..... [6]

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An advert has been removed due to third party copyright restrictions

Details:

An advert for Airfrance and KLM advertising cheap flights to South America

Fig. 3

3 Refer to Fig. 3.

(a) Identify the following:

(i) The destination which has the most frequent Air France-KLM services.

..... [1]

(ii) The destination which has the least frequent KLM service.

..... [1]

(iii) The most frequently served destination in Brazil.

..... [1]

(b) UK international travellers can make use of these Air France-KLM services.

(i) Name the **two** European international airports that passengers from the UK will have to use in order to connect with onward flights to Latin America.

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

(ii) State the number of UK airports that offer a connecting service.

..... [1]

(c) Explain **three** likely reasons why UK travellers might wish to use these flights to Latin America.

1
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2
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3
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..... [6]

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.....

..... [9]

[Total: 25]

An article has been removed due to third party copyright restrictions

Details:

An article titled 'Club Men extends freestyle concept' about Club Med extending its all inclusive holidays to include more destinations

Fig. 4

4 Refer to Fig. 4.

(a) Outline **two** likely reasons why Club Med has introduced the Freestyle concept to the UK market.

1

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2

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..... [4]

(b) Explain **three** ways in which the Club Med product appeals to the UK family holiday market.

1

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2

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3

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..... [6]

(c) Using only information from Fig. 4, explain how Club Med is likely to manage **two** health and safety risks.

Risk 1

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Risk 2

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..... [6]

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