

**ADVANCED SUBSIDIARY GCE**  
**APPLIED TRAVEL AND TOURISM**  
International Travel

**G723**

Candidates answer on the Question Paper

**OCR Supplied Materials:**

None

**Other Materials Required:**

None

**Tuesday 8 June 2010**  
**Morning**

**Duration: 2 hours**



Candidate Forename		Candidate Surname	
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Centre Number						Candidate Number				
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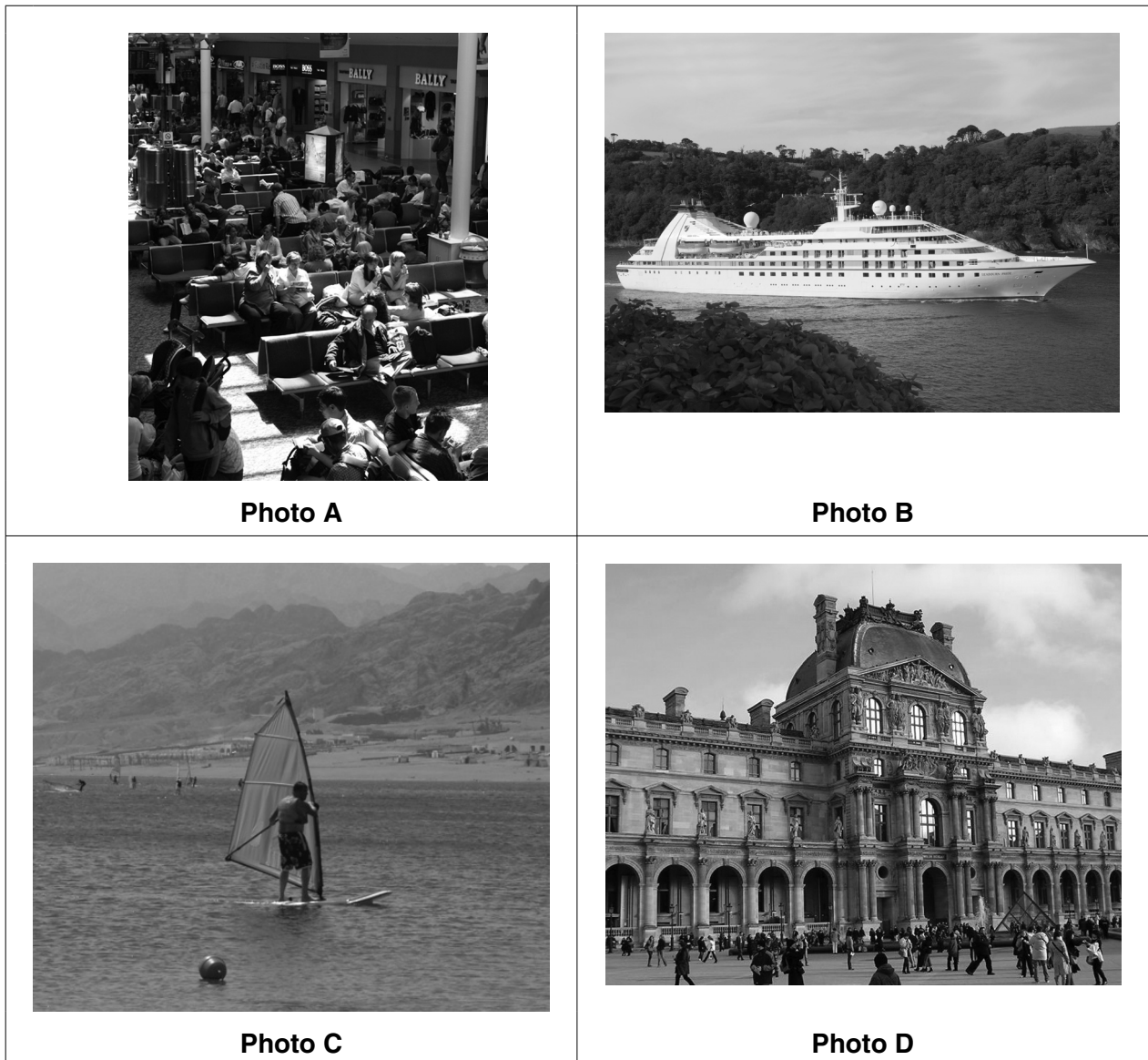
**INSTRUCTIONS TO CANDIDATES**

- Write your name 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. Additional paper may be used if necessary but you must clearly show your Candidate Number, Centre Number and question number(s).

**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 (\*).
- This document consists of **20** pages. Any blank pages are indicated.

- 1 Refer to **Fig. 1**, a set of photographs (labelled A, B, C and D) which were taken by different types of international traveller.



**Fig. 1**

- (a) Complete the table below by identifying which photograph was most likely to have been taken by each type of UK leisure traveller. [4]

<b>TYPE OF UK LEISURE TRAVELLER</b>	<b>PHOTOGRAPH</b>
Couple on a European city break	
An in-transit passenger waiting for a long haul connection	
Retired couple on a luxury river cruise	
Winter sun watersport enthusiast	







- 2 Refer to **Fig. 2**, an extract from the Foreign and Commonwealth Office (FCO) British Behaviour Abroad Report.

**Top 15 countries where British nationals required the most consular assistance  
from 1 April 2006–31 March 2007**

<b>Country</b>	<b>Estimated no. British visits</b>	<b>No. of British residents</b>	<b>Total no. assistance cases</b>	<b>Total no. serious assistance cases</b>	<b>Lost British passports</b>
Australia	700 000	1 300 000	1 235	1 128	2 006
Cyprus	1 500 000	59 000	1 209	1 182	272
France	14 800 000	200 000	2 900	1 572	1 647
Germany	2 372 320	115 000	2 503	1 739	1 040
Greece	3 000 000	18 000	1 910	1 405	276
India	600 000	32 000	1 506	866	225
Indonesia	140 673	11 000	2 294	1 525	44
Italy	3 500 000	26 000	3 267	619	1 015
Netherlands	1 902 000	44 000	748	563	471
Pakistan	275 544	47 000	1 179	629	214
Spain	17 000 000	761 000	7 590	5 470	6 710
Thailand	860 000	41 000	1 412	1 066	746
Turkey	1 916 130	34 000	1 015	482	157
United Arab Emirates	1 100 000	55 000	3 597	606	147
USA	6 500 000	678 000	8 304	2 765	2 792

**Fig. 2**

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

- the country in which most British passports were lost;

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- the country with the lowest total number of assistance cases;

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- the country with most British residents;

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- the country with fewest British visitors.

..... [4]

(b) Outline **three** likely reasons to explain why some of the 17 million British nationals visiting Spain own holiday homes there.

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2: .....

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3: .....

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..... [6]







3 Refer to **Fig. 3**, part of an article about the port of Dover.

Maritime industry consultant David Cheslin has witnessed the changes in Dover's role over the last decades as the town has come to terms with the Channel Tunnel and the low-cost airlines.

"I would say Dover's passenger traffic is now largely UK holiday-makers touring the continent in their own cars," said Cheslin. "As well as holiday-makers, you have coach operators whose passengers include pensioners and schoolchildren. UK pensioners like to get onto a coach near where they live and know it will bring them back to their doorsteps two weeks later. They do not want to be carrying suitcases through airports where the gates always seem to be miles away. As well as pensioners, many British schoolchildren still travel by coach when they travel on holiday to the continent."

The great difference in prices between Britain and France, together with the ease of access from the national motorway network offered by the M20 from London, allows day-trippers to take ferries to visit French hypermarkets and other attractions.

Migrant workers and students looking for the cheapest form of transport home have also become a major element of traffic through the Port of Dover to Calais. Official figures show that there are 60 to 70 coach arrivals each week from Eastern Europe, with an equal number returning through the port carrying homebound passengers. Cheslin points out that the tunnel railway service has, in practice, only really taken traffic from the London-Paris air services.

Dover, today, is the second busiest cruise port in the UK, welcoming more than 170 000 cruise passengers a year. The world's largest cruise line has chosen Dover as a base for its first Northern Europe cruise programme, which will commence in July 2008. Carnival Cruise Lines' new 113 300-tonne *Carnival Splendor* will operate a programme of six cruises following its delivery voyage to Dover in summer 2008. On arrival it will become the largest cruise ship to berth at the port.

Carnival plans to offer a series of 12-day cruises to Northern Europe in 2008 and would like to do the same in 2009 and beyond, according to Terry Thornton, Vice President of marketing planning for the line. Dover was selected because of its convenience for both North American and European passengers and the easy access of good air services into London.

**Fig. 3**

(a) Explain **two** reasons why cross-channel coach holidays are popular with pensioners.

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2: .....

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..... [4]

(b) Other than coach travel, identify the **three** types of passenger transport that make use of the Port of Dover for entry to/from the UK.

1: .....

2: .....

3: ..... [3]

(c) State **three** reasons why groups of school children are taken on cross-channel trips to France.

1: .....

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2: .....

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3: .....

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..... [3]

(d) Outline **three** reasons to explain why Carnival Cruise Lines chose to base the new 113 300-tonne *Carnival Splendor* in Dover from summer 2008.

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2: .....

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(e) David Cheslin suggests that the tunnel railway service (Eurostar) has only really taken passenger traffic from the London-Paris air services.

Discuss the likely reasons for this change in travel usage.

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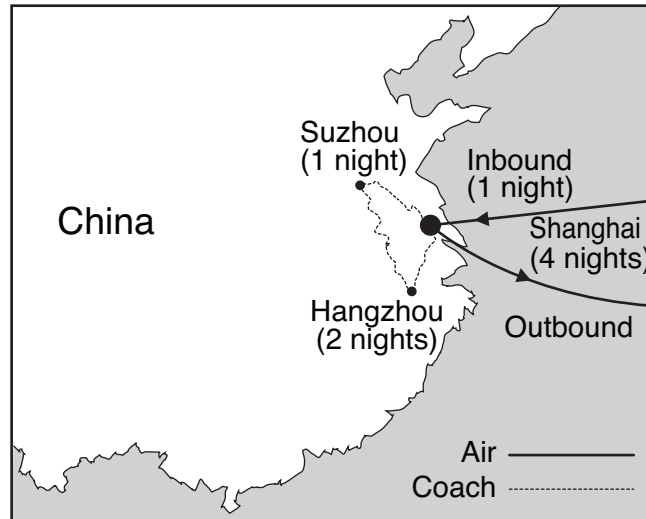
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- 4 Refer to **Fig. 4**, details of an inclusive tour available from the UK.

**Experience the total solar eclipse and explore all the highlights of the vibrant city of Shanghai. Also stroll around the traditional oriental gardens of Suzhou and visit the ancient capital of Hangzhou.**

**From £1 760 – 9 days**  
**Fully Inclusive from the UK**  
 15 July 2009 – 23 July 2009



**Days 1 – 2: UK – Shanghai**

Fly overnight from London Heathrow with British Airways to cosmopolitan Shanghai where our Tour Captain will greet us for transfer to the superior 212 room 4 star Ramada Shanghai Zhabei Hotel. Our welcome dinner will be of traditional local cuisine.

**Days 3 – 4: Shanghai**

Free to view the superb antiquities and fine arts of the Shanghai Museum and walk across People's Square. Also stroll around the beautiful Yu Gardens, fascinating Old Town and the famous Bund riverside walkway. The following day visit the modern Pudong area and explore the unique 1920's style shikumen buildings. We end our stay in Shanghai with a stunning Huangpu River Cruise.

**Day 5: Shanghai – Suzhou**

After breakfast we depart by coach for Suzhou where we visit the famous Silk Museum. Suzhou is traditionally the centre of the Chinese silk industry and dates back 2500 years. In the afternoon we enjoy a stroll in the 500-year-old Humble Administrator's Garden, followed by a visit to the Grand Canal, China's most famous inland waterway. Stay overnight in Suzhou.

**Days 6 – 7: Suzhou – Hangzhou**

Transfer by coach from Suzhou to beautiful Hangzhou, one of China's historic imperial capitals. Visit the local markets and experience an Oriental tea tasting. Next day take a relaxing cruise on West Lake and explore the gardens. During the day you will enjoy a special presentation from astronomer Stuart Clark with the opportunity to ask questions about tomorrow's eclipse.



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(c) Describe **three** services that 4/5\* international hotels provide on an **in-room basis** for the convenience of their guests.

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2: .....

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..... [9]

[Total: 25]

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