



Tuesday 20 May 2014 – Afternoon

AS GCE APPLIED TRAVEL AND TOURISM

G723/01 International Travel

Candidates answer on the Question Paper.

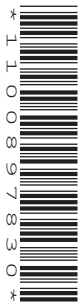
OCR supplied materials:

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

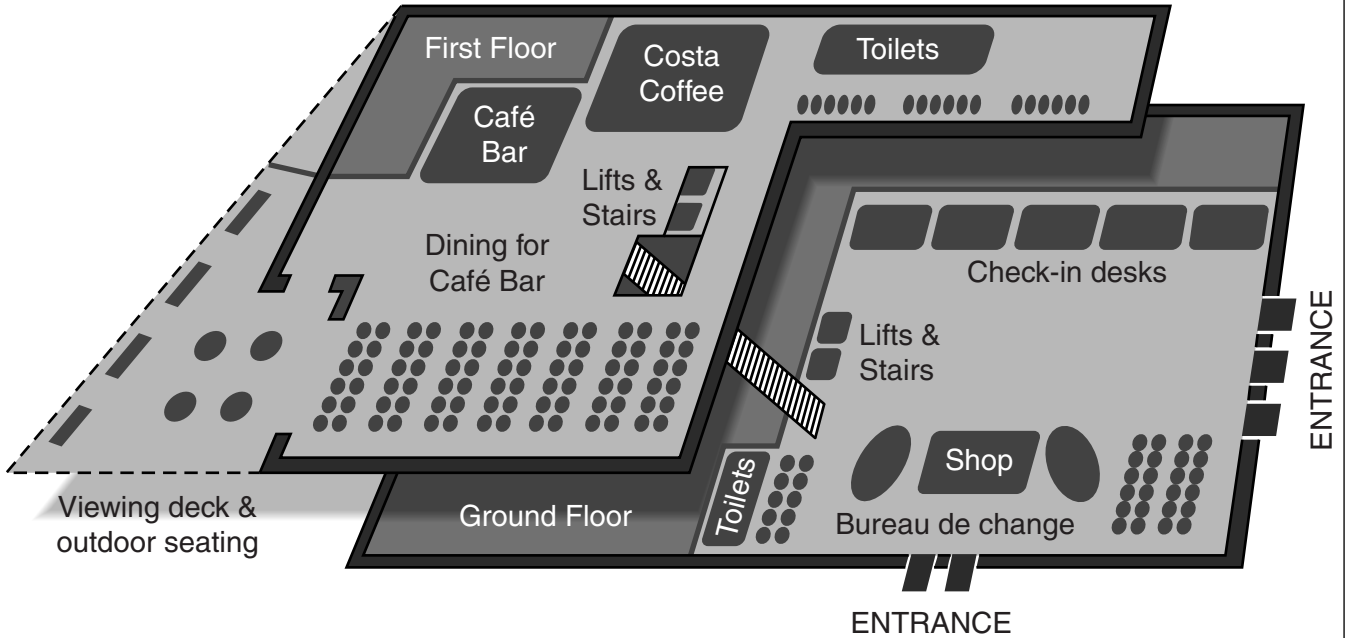
- Write your name, centre number and candidate number in the boxes above. Please write clearly and in capital letters.
- Use black ink. HB pencil may be used for graphs and diagrams only.
- Answer **all** the questions.
- Read each question carefully. Make sure you know what you have to do before starting 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 **20** pages. Any blank pages are indicated.

1 Fig. 1 shows information about Portsmouth International Port.

Portsmouth International Port is the UK's premier port for the western part of the English Channel and the second busiest cross-Channel ferry port overall. In 2011 the port handled 2 131 532 passengers and 700 476 vehicles. The new terminal for cruise and ferry customers (shown below) opened in April 2011 as part of a £16.5 million investment to improve passenger facilities.



The new terminal building covers approximately 2700 square metres and has a modern glass and stone façade. Inside there is a full height concourse (ground floor) containing check-in desks and the arrival/departure area. On the mezzanine (first) floor is the café/bar, with views over the concourse and an observation balcony overlooking the port.

Portsmouth International Port offers regular sailings to eight destinations: Caen, Cherbourg, Jersey, Guernsey, Le Havre, St Malo, Santander and Bilbao. There are 170 services a week (incoming and outgoing). There are three passenger ferry companies operating out of Portsmouth International Port: Brittany Ferries, LD Lines and Condor Ferries.

Fig. 1

(a) With reference to Fig. 1, identify four facilities provided for the convenience of passengers in the new terminal building at Portsmouth International Port.

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(c) Explain **three** advantages to UK leisure travellers of using a private car for holiday travel to/from mainland Europe.

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- 2 **Fig. 2** shows an extract from the 2011 data for overseas visits to UK nations, regions, counties and towns from the Office for National Statistics International Passenger Survey.

Overseas Visits To England, excluding London, in 2011

44% of visits to the UK included a night in England outside London.

Overall visits increased by 3% to 12.964 million – the highest since 2008.

Holiday visits increased by 4% to a record high of 3.6 million, whilst business visits increased by 3% compared to 2010.

There were increases in visits to the North West (10%), North East (5%) and Yorkshire and Humberside (7%).

Visits to the East Midlands (8%) and the West Midlands (6%) also increased. Shropshire saw record levels of visits; whilst Hereford and Worcester, Staffordshire, Warwickshire, Nottinghamshire and Lincolnshire all saw visit numbers rise by at least 10% since 2010.

Liverpool had a 15% rise in foreign visits and is now the fifth most visited UK destination. The city is famous for its musical heritage, culture and architecture and it attracted 545 000 international visitors in 2011.

Fig. 2

(a) With reference to **Fig. 2**, identify the following:

- the number of holiday visits to England, excluding London, in 2011

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- the percentage increase in business visits between 2010 and 2011

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- the percentage increase in visits to the West Midlands between 2010 and 2011

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- Liverpool's position in the UK ranking for most visited destination.

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- (b) Some of Liverpool's 545 000 international visitors in 2011 will have taken the sightseeing tour shown in **Fig. 3**.



Fig. 3

Discuss the likely appeal of sightseeing tours, such as the one shown in **Fig. 3**, to international visitors. **[6]**

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(c) Explain **three** ways in which the services provided by a large UK city centre Tourist Information Centre (TIC) are likely to meet the needs of an international visitor.

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- 3 **Fig. 4** provides information about the new US\$668.8 million Costa Fascinosa, which came into cruise service in May 2012.

For the 2012 summer season until the end of November, Costa Fascinosa operated seven-day cruises from Venice and Bari in Italy to Greece and Croatia. In winter 2012/13 the ship was in service on South American cruises calling at Brazil, Argentina and Uruguay.



With 14 decks and rooms for 3000 passengers, major attractions on board this new luxury ship include:

- public areas which are works of art in themselves, with plush furnishings and superb decoration such as the Amarcord Atrium, with its theatrical grandeur and a series of diamond-shaped chandeliers
- the aft lido, with raised whirlpool tubs overlooking the sea, waterfalls and other attractions
- a second lido, which has a sliding glass roof and a giant 60-square-foot movie screen showing films and videos
- a playground with Nuovomondo 4D Cinema
- a children's open-air aqua park with its pirate galleon, castle and waterslide
- bow-to-stern broadband Wi-Fi, guaranteeing connectivity for laptops, tablets and mobile phones. The new Digi Mobile platform will also enable guests to use their smartphones and tablets to access the shipboard interactive TV system in their cabins in order to book programmes and services
- the Bel Ami show lounge for live entertainment, 13 bars, disco, piano bar and a Millionaire Casino
- five restaurants featuring the finest Italian and international cuisine
- an art collection featuring specially commissioned original works and copies by contemporary artists
- the Samsara Spa, one of the largest wellness centres ever built on a cruise ship, extending over 19680 square feet, and offering a range of exclusive services and treatments
- for guests wishing to fully immerse themselves in a wellness cruise, Samsara cabins and suites with direct spa access, including six veranda suites with their own jacuzzi and spacious balconies, plus relaxation amenities
- a gym equipped with the latest Technogym machinery.

Fig. 4

(c) The Costa Fascinosa has facilities for passengers to use their smartphones and tablets. Explain **three** ways in which many international travellers make use of new technology, such as smartphones and tablets.

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4 Fig. 5 provides information about the Association of British Travel Agents (ABTA).

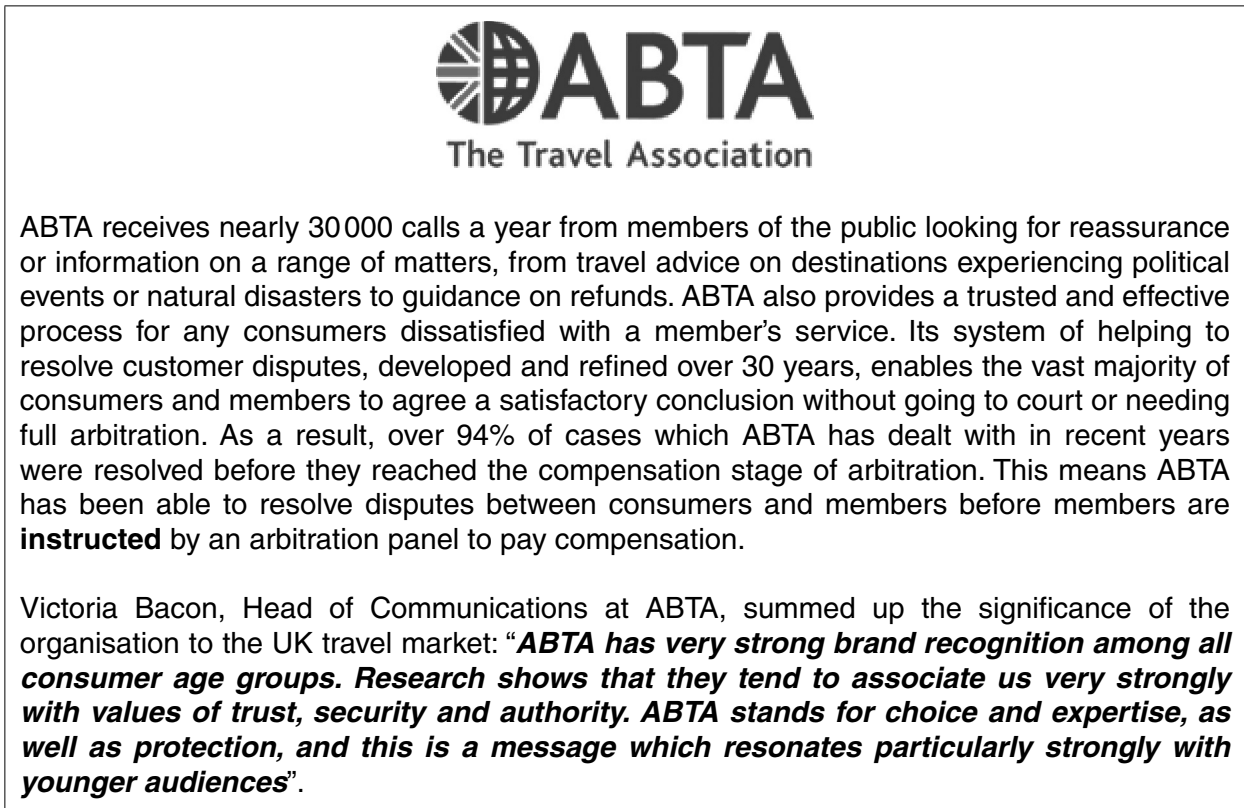


Fig. 5

(a) Explain why a member of the UK travelling public is likely to seek advice from ABTA or the Foreign and Commonwealth Office (FCO) about each of the following:

- a new political conflict in the Middle East

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- a new volcanic eruption in Iceland.

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