

**ADVANCED SUBSIDIARY GCE
 APPLIED TRAVEL AND TOURISM**

G723

Unit 4: International Travel

MONDAY 14 JANUARY 2008

Morning
 Time: 2 hours

Candidates answer on the question paper

Additional materials: No additional materials are required



Candidate
 Forename

Candidate
 Surname

Centre
 Number

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Candidate
 Number

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INSTRUCTIONS TO CANDIDATES

- Write your name in capital letters, your Centre Number and Candidate Number in the boxes above.
- Use blue or 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.
- Do **not** write outside the box bordering each page.
- Write your answer to each question in the space provided.
- Additional answer space is available on the lined pages at the back of this booklet. Answers on these pages **must** be clearly numbered.

INFORMATION FOR CANDIDATES

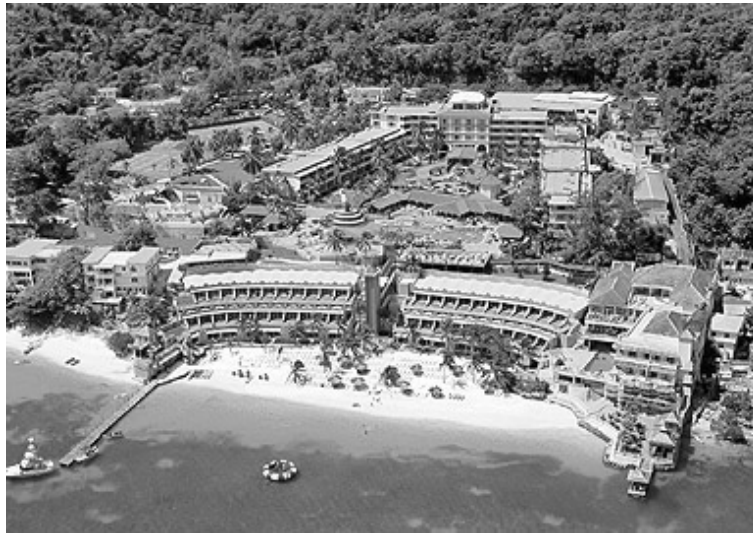
- The number of marks for each question is given in brackets [] at the end of each question or part question.
- The total number of marks for this paper is **100**.

FOR EXAMINER'S USE	
1	
2	
3	
4	
TOTAL	

This document consists of **14** printed pages and **2** lined pages.

1 Refer to **Fig. 1**.

Beaches Boscobel



Sometimes you have to get away to get together. So get away to Ocho Rios, a place where lush mountains fall into the sparkling Caribbean Sea, waterfalls cascade into bubbling laughter and each day is filled with a thousand delightful surprises. At this enchanting resort, rolling green fairways beckon, while tiered gardens overflow with abundant possibilities and all the pleasures of paradise are as endless as its pristine beach.

Beaches Boscobel has something for everyone in the family. The spacious pool will make a big splash with the kids and a staggering array of watersports, including snorkelling and scuba diving, will be a hit for you. For land lovers there's tennis, volleyball and complimentary golf at the nearby Sandals Golf & Country Club; while kids get their own vacation at Kids Kamp including a state-of-the-art video game centre featuring today's hottest video game consoles including Playstation 2, Xbox and GameCube.

Kids Kamp

Part of what makes a Beaches vacation so attractive for the entire family is our Kids Kamp. Your kids will delight in all the fun activities prepared for them, with separate programs for infants, toddlers, children and teens. At Beaches, parents can enjoy some vacation time for themselves knowing that their little ones are being well looked after, doing what they like and making new friends. There is a video game centre with unlimited play of today's hottest games on Xbox.

Source: All Inclusive Resorts, www.allinclusiveresorts.com

Fig. 1

(a) Identify the **three** land-based sporting activities available for guests staying at Beaches Boscobel.

Activity 1:

Activity 2:

Activity 3:[3]

(b) Suggest **three** risks which children might be exposed to if they wandered away unescorted from an outdoor Kids Kamp activity.

Risk 1:

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Risk 2:

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Risk 3:

.....[3]

(c) Explain **two** ways in which beachfront food and beverage (drink) outlets provide a comfortable service environment for customers.

Way 1:

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Way 2:

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.....[4]

2 Refer to Fig. 2.

Welcome to First Choice Travel Shops and Holiday Hypermarkets



First Choice Retail offers a network of 302 shops throughout the UK, each of which offers over 400 travel companies ranging from tour operators to cruise lines, airlines to theme parks. There are currently 264 First Choice Travel Shops, 229 of which are based on high streets throughout the UK. In addition, a further 35 First Choice Travel Shops are located in Asda stores throughout the UK.

First Choice Holiday Hypermarkets are innovative travel agents based in large hi-tech stores, positioned on out-of-town retail parks and in shopping malls. There are 38 First Choice Holiday Hypermarkets throughout the UK. These Hypermarkets aim to make booking a holiday a unique, fun experience, while never being beaten on price.

Source: First Choice, www.firstchoice.co.uk

Fig. 2

(a) Explain **two** advantages of a high street location to travel agencies such as First Choice.

Advantage 1:

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Advantage 2:

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[6]

(b) Many clients will use a travel agency to book a package holiday. State **four** items usually included in the price of a package holiday.

Item 1:

Item 2:

Item 3:

Item 4:[4]

(c) Identify **three** ancillary services available from a travel agency and explain why a customer would purchase **each** of these when booking a package holiday.

Service 1:

Explanation:

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Service 2:

Explanation:

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Service 3:

Explanation:

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.....[6]

3 Overseas residents' visits to the UK for selected months June 2004–June 2006

Month/Year	Number of overseas residents' visits
June 2004	2 406 000
September 2004	2 404 000
December 2004	2 365 000
March 2005	2 189 000
June 2005	2 770 000
September 2005	2 537 000
December 2005	2 237 000
March 2006	2 310 000
June 2006	2 685 000

Source: Office for National Statistics, www.statistics.gov.uk

Fig. 3(a)

- (a) Refer to **Fig. 3(a)**. Describe the trend in overseas visits to the UK between June 2004 and June 2006.

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.....[2]

Travel & Tourism visits to the UK from overseas up 5%

Visits by overseas residents to the UK rose by 5 per cent during the 12 months ending June 2006, from 29.3 million to 30.8 million. The number of visits from residents of North America showed an increase of 4 per cent (to 4.4 million), from residents of Western Europe of 4 per cent (to 19.8 million) and from other parts of the world of 10 per cent (to 6.7 million).

During April to June 2006, there were 8.0 million visits to the UK by overseas residents – an increase of 3 per cent when compared with the previous three months. Spending increased 4 per cent to £3.8 billion.

Source: Office for National Statistics, www.statistics.gov.uk

Fig. 3(b)

- (b) Refer to **Fig. 3(b)**.

- (i) State the number of overseas visitors to the UK between April and June 2006.

.....[1]

- (ii) State the amount spent by overseas visitors in the UK between April and June 2006.

.....[1]

- (c) Many international visitors to the UK will arrive at a London airport such as Heathrow (LHR). They may make use of the Heathrow Express to get into London. Explain **three** advantages to the international traveller of using rail services such as the Heathrow Express.

Advantage 1:

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Advantage 2:

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Advantage 3:

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.....[6]

- (d) Once in London, international visitors are likely to visit a Tourist Information Centre (TIC). Explain **three** ways in which a TIC is able to provide a service for **such** visitors.

Way 1:

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Way 2:

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Way 3:

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.....[6]

4 Refer to **Fig. 4**, an article adapted from Gulf Today, 21 April 2006.

Badly-behaved UK travellers who get into trouble abroad should be named and shamed, then made to pay for the help they receive from British diplomats, MPs demanded yesterday.

Diplomats can charge £84.50 an hour for assisting Britons abroad but rarely do, says the Commons Public Accounts Committee. It warns in a report that consular staff are increasingly tied up with irresponsible party-goers who turn up for help 'lost, injured or incoherent'. The MPs say low cost flights and cheap alcohol are largely to blame.

Badly-behaved travellers should pay for assistance and their cases should be publicised to put others off, the public spending watchdog goes on. Of 84 000 assistance cases last year, only 323 cases resulted in charges.

The report said, 'Foreign and Commonwealth Office (FCO) consular staff increasingly have to deal with the appalling results of British tourists causing problems abroad. Where our nationals have landed themselves in trouble as a result of their irresponsible behaviour, the FCO should not hesitate to charge for its services.'

The Foreign Office claims one in four overseas party-goers were arrested and nearly half had no travel insurance.

Source: Gulf Today, www.godubai.com/gulftoday

Fig. 4

(a) In the table below, circle **three** low cost airlines.

[3]

British Airways	KLM	easyJet
Air France	Ryanair	Delta
Jet2.com	Qantas	Emirates

(b) State **three** characteristics of services operated by low cost airlines.

Characteristic 1:

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Characteristic 2:

.....

Characteristic 3:

.....[3]

- (c) Identify and explain **two** ways in which consular staff might assist badly-behaved travellers who get into trouble abroad.

Way 1:

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Explanation:

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Way 2:

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Explanation:

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.....[6]

- (d) Explain why badly-behaved travellers suffering, for example, a personal injury are likely to have difficulty in making a claim for compensation.

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