

Friday 25 January 2013 – Morning

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 Refer to **Fig. 1(a)**, the results of a recent visitor satisfaction survey indicating how the City of Liverpool compares with rival UK tourist destinations.

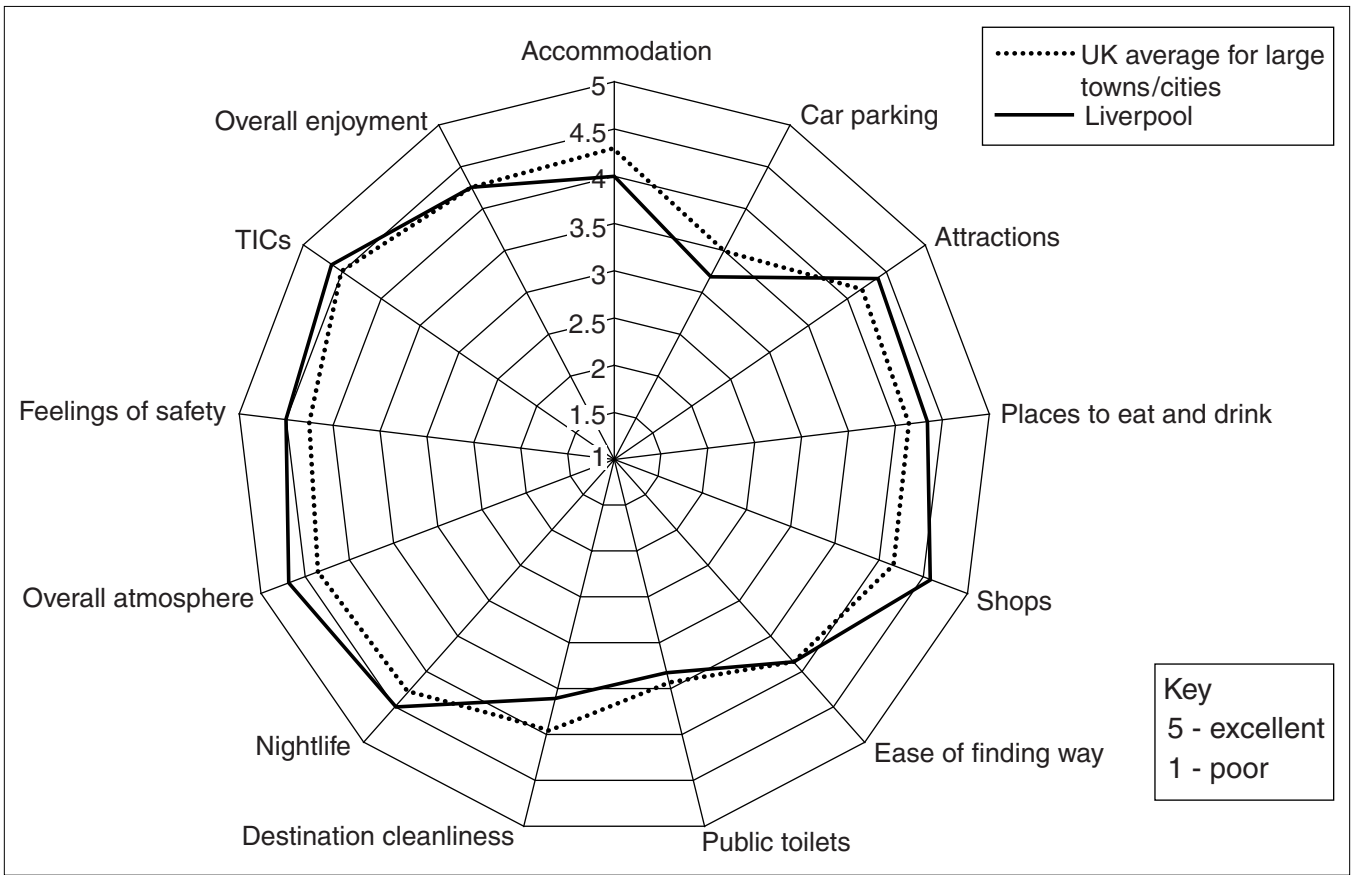


Fig. 1(a)

(a) With reference to **Fig. 1(a)**, identify the **four** survey categories where Liverpool's visitor rating is **below** the UK average for large towns/cities.

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- 2
- 3
- 4

[4]

Refer to **Fig. 1(b)**, easyJet and Ryanair flight routes from Liverpool John Lennon Airport to destinations in Spain.

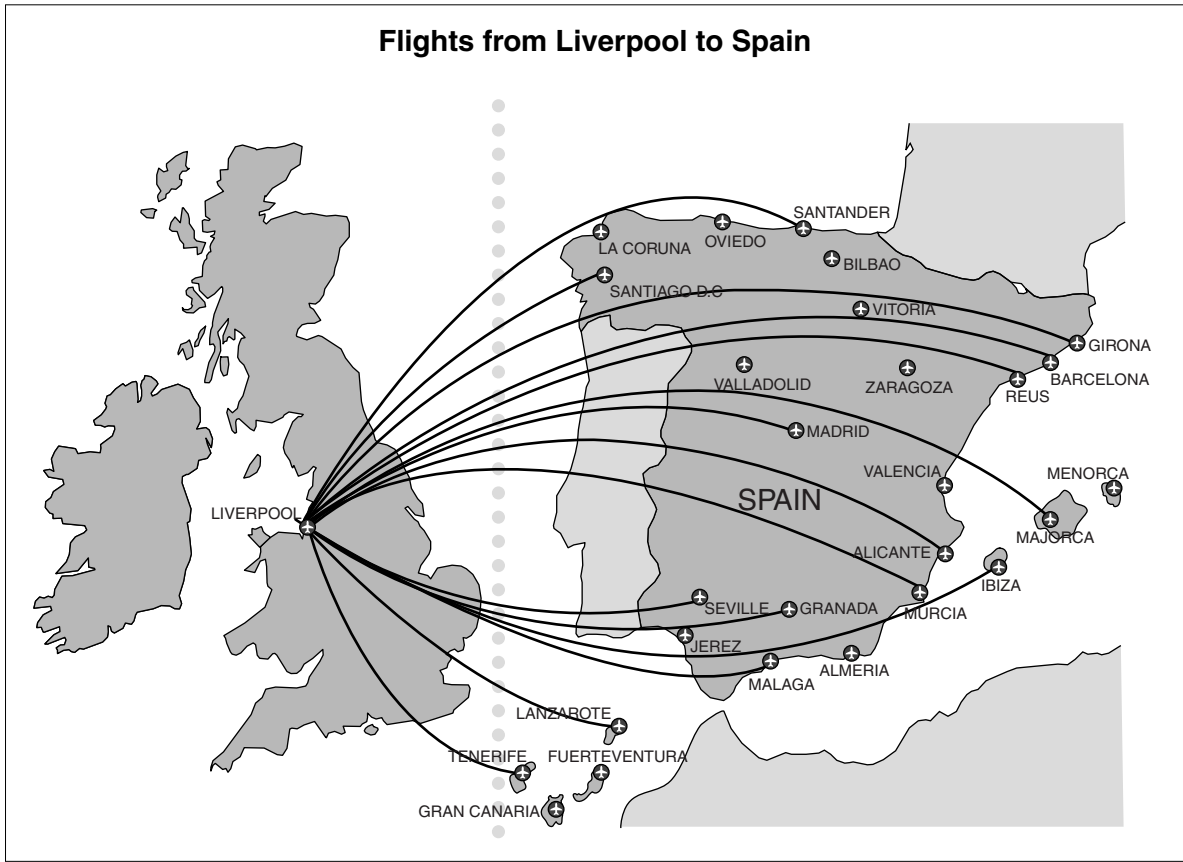


Fig. 1(b)

(b) With reference to **Fig. 1(b)**, discuss the likely reasons why many international visitors to Liverpool are Spanish. **[6]**

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(c) Explain **three** ways in which UK international airports, such as Liverpool John Lennon, are accessible to people with disabilities.

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[6]

- 2 Refer to **Fig. 2**, an illustration which shows some of the services which large hotels provide for international travellers and other guests. A number of these hotel service environments are labelled A to H.

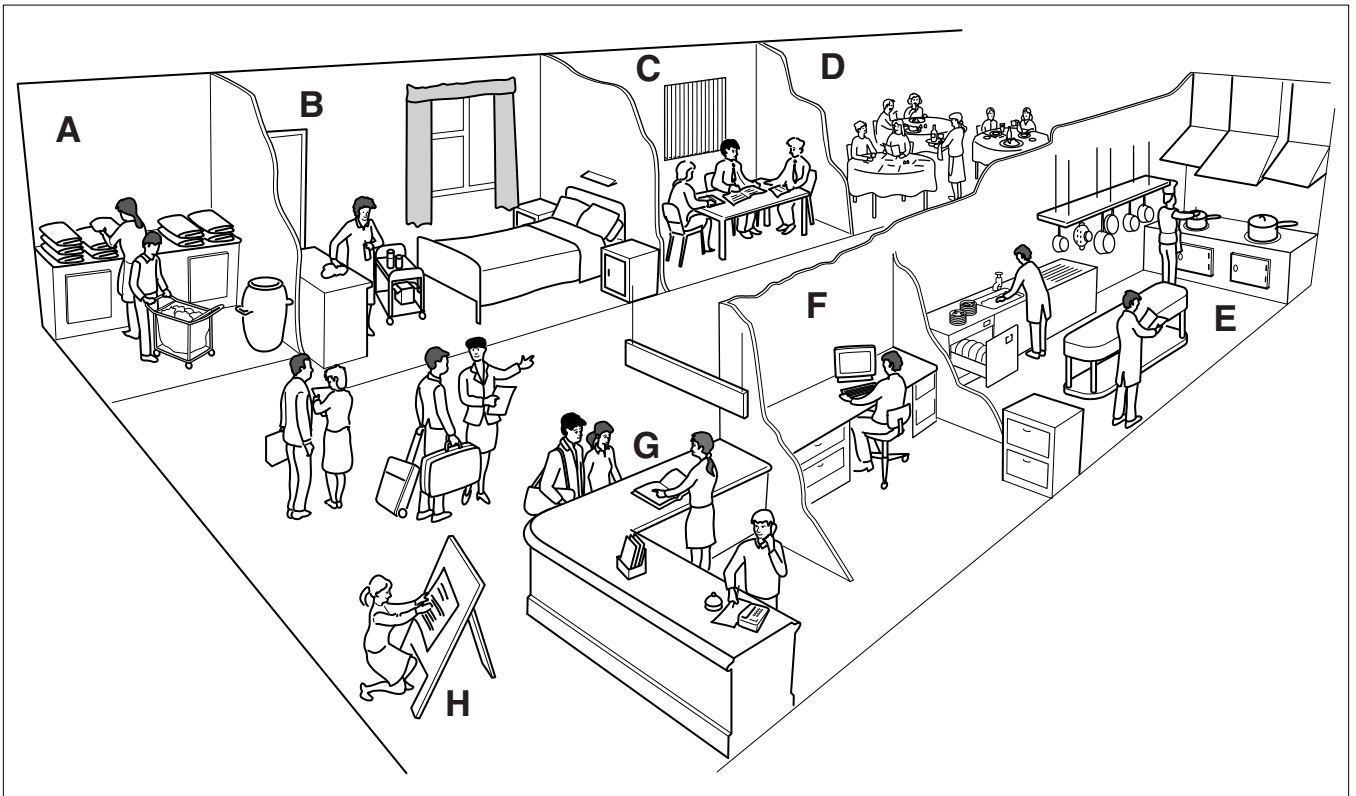


Fig. 2

- (a) With reference to **Fig. 2**, complete the following table by using the appropriate letter to identify the service environment which is used to meet **each** of the listed customer requirements. [4]

Customer requirement	Service environment letter
Confirmation of an on-line booking	
Holding a business meeting	
Hosting a gala banquet	
Preparing a room service order	

(b) Some hotel guests will be international leisure travellers taking part in a touring package holiday.

Explain **three** reasons why such guests will be **unlikely** to use ancillary services, such as airport transfers, car hire and excursions which are provided by most large hotels.

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(c) Fig. 2 shows a member of staff using the notice board near the hotel's reception desk (H).

State **three other** methods used by large hotels to bring information to the attention of resident guests and explain why **each** of these methods is used.

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3 Refer to **Fig. 3**, an extract from the Saga Holidays website. All Saga products are aimed at the over 50 age group.

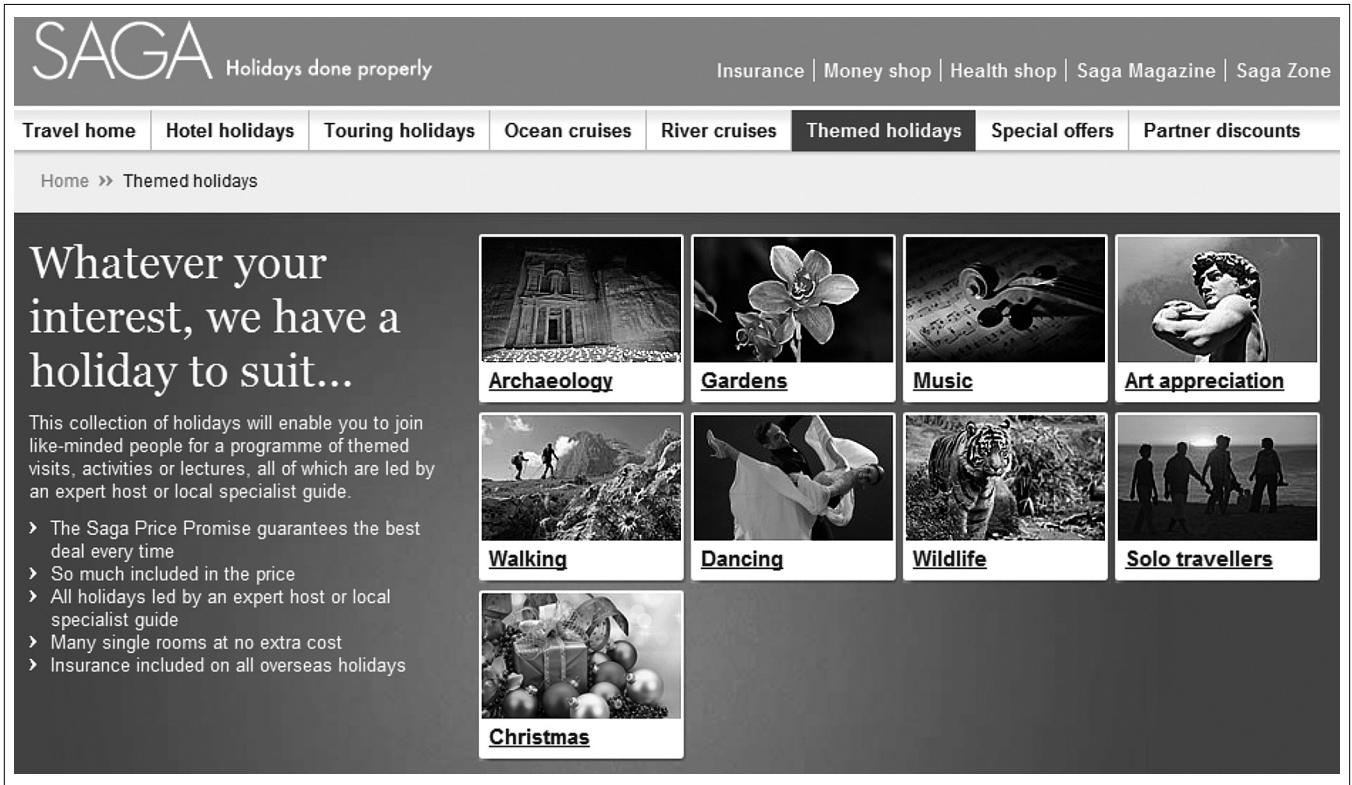


Fig. 3

(a) With reference to **Fig. 3**, identify the following:

- the **two** holiday activities aimed at the more active senior traveller

1

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- the **two** holiday categories aimed at senior travellers with an interest in nature.

1

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[4]

(b) Saga holidays are targeted at the over 50 age group.

Outline **two** reasons to explain why 'solo traveller' holidays are likely to be an appropriate product for this UK market segment.

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(c) Explain **three** ways in which Saga's customers may benefit from the company's ABTA membership.

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4 Refer to **Fig. 4** which lists six features of the Eurostar business service. These are labelled A to F.

A	Eurostar travellers are free to use electronic devices on board, so there is no problem making phone calls, or turning on your laptop to prepare for that important meeting at the end of your journey.
B	Step straight off the train and into the very heart of your destination city fresh and ready to go about your business, having avoided tedious transfers and lengthy motorway commutes to and from airports which may be on the outskirts of town.
C	With our high-speed trains travelling at 186mph, Eurostar will whisk you from St Pancras International to the centre of Paris in 2h 15, Brussels in 1h 51 and Lille in 1h 20.
D	With up to 19 trains running daily between London and Paris, 10 between London and Brussels and 8 between London and Lille, you can choose to travel at a time which suits you.
E	With punctuality rates of over 90% for both our Paris and Brussels routes, we believe our reliability figures speak for themselves; Eurostar is the natural choice for business travellers.
F	With comfortable seats and great views outside your window (when you are not in the tunnel that is), you could be forgiven for forgetting you are travelling for business altogether.

These figures are correct as of August 2011

Fig. 4

(a) With reference to **Fig. 4**, complete the following table by using the appropriate letter to identify the feature which best fits **each** advantage of the Eurostar business service. [4]

Business travel advantage	Letter of appropriate feature
Reach your destination fast	
Travel when it is convenient	
Relaxing, trouble-free journeys	
Get there on time	

(b) Eurostar attempts to provide a service for all passengers with special travel needs.

Explain how Eurostar meets the needs of **each** of the following:

- wheelchair users

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- passengers with special dietary requirements

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- unaccompanied minors.

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[6]

(c) Business travellers frequently attend a variety of events.

Explain **three** ways in which an international conference is likely to differ from a business meeting.

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