

Tuesday 21 May 2013 – 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 is a news item about British Airways and Gatwick Airport.

British Airways reveals more families than ever fly from Gatwick Airport

The airline has already seen a 10% increase in family bookings compared to previous years and the trend is set to continue.

In July and August 2011 British Airways served around 7000 child meals on its long haul and European flights from Gatwick and cabin crew gave out over 26000 special Paddington Bear Skyflyer packs to keep its young customers entertained.

Florida is the number one destination for British Airways from Gatwick during the school holidays, offering 14 flights a week to the Sunshine State, with daily flights to Tampa and Orlando.

Parents travelling with children can benefit from family check-in and the chance to choose seats together free of charge 24 hours before departure.

On long haul flights children also have their own television channels, as well as a choice of family movies on the in-flight entertainment system.

Gatwick is the only UK airport to join a new Family Friendly scheme, launched by the Family and Parenting Institute. The airport has introduced a number of initiatives to help take the stress out of travel for families, particularly those with young children.

In Spring 2010 Gatwick became the only UK airport to create separate security lanes – ‘assistance lanes’ – to give families travelling with young children in buggies extra help through security after checking-in. In 2011 it also created dedicated ‘kids zones’ in the departure lounges of both terminals for children aged between 0–5 years in order to enable parents and guardians to relax while their children are kept entertained. Other developments include modernising all baby changing areas across both terminals and offering a pre-booked ‘porter service’ for departing family passengers to take care of luggage and escort the family members through the terminals.

The Chief Executive of Gatwick Airport said: “Millions of families choose to travel through Gatwick Airport every year. We realise that travelling with children can be stressful, so we’re going out of our way to make their journey through the airport more enjoyable. That’s why we’re proud to be supporting the Family Friendly scheme.”

Fig. 1

(a) With reference to **Fig. 1**, identify **four** services provided by **British Airways** for the convenience of families with young children.

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[4]

(b) With reference to **Fig. 1**, identify and explain **three** ways in which **Gatwick Airport** has attempted to become family friendly.

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(c) Explain **three** likely reasons why many families going to Florida will have chosen a fly-drive package.

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2 **Figs 2(a) and 2(b)** contain information about the Port of Holyhead.

Holyhead

The Port of Holyhead is operated by Stena Line Ports Ltd. Holyhead is the historic gateway between the UK and the Irish Republic, with Dublin being only 58 miles away. Two ferry companies operate out of the port, Stena Line and Irish Ferries, both offering high quality services on modern vessels. With ferry crossings of just three hours and 15 minutes, Stena Line offers ferry deals to the Irish Republic, including a car, from £99.

The Port of Holyhead is located on the Isle of Anglesey, North Wales. It lies in a well-protected position due east of Holyhead Mountain, shielded from the Irish Sea by the historic breakwater which is 1.5 miles in length. Holyhead is a 24 hour, deep water port, centrally located on the Irish Sea coast within easy reach of several major urban areas both in the UK and the Irish Republic.

The A55 dual carriageway runs from the centre of Holyhead directly into the British motorway network. The major cities of Manchester and Liverpool are less than two hours drive away. Holyhead Station, located within the Port, has direct links to London and Cardiff. Liverpool John Lennon Airport is 104 miles and Manchester International Airport is 122 miles away.

Fig. 2(a)

Holyhead Cruise Vessel Programme 2011		
Date	Name of Ship	Line
2 May 11	Expedition	V.Ships
11 May 11	Le Boreal	Ponant
18 May 11	Grand Princess	Princess
25 June 11	Crown Princess	Princess
11 June 11	Europa	Hapag
18 July 11	Deutschland	Deilman
26 July 11	Marina	Oceana
1 August 11	Saga Ruby	Saga
6 August 11	Crown Princess	Princess
11 August 11	Balmoral	F. Olsen
15 August 11	Seven Seas Voyager	Oceana
30 August 11	Azamara Journey	Azamara
4 September 11	Prisendam	HAL

Fig. 2(b)

(c) Explain **three** likely advantages to ferry operators, such as Stena Line, of having their own Internet websites.

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3 Fig. 3 contains information about the World Tourism Organization (UNWTO).

The World Tourism Organization

The World Tourism Organization (UNWTO) is a specialised agency of the United Nations and the leading international organisation in the field of tourism. It serves as a global forum for tourism policy issues and a practical source of tourism know-how. Its membership includes 155 countries, seven territories and over 400 Affiliate Members representing the private sector, educational institutions, tourism associations and local tourism authorities.

The UNWTO is committed to the United Nations Millennium Development Goals, geared towards reducing poverty and fostering sustainable development. The Organization encourages the implementation of the Global Code of Ethics for Tourism, with a view to ensuring that member countries, tourist destinations and businesses maximise the positive economic, social and cultural effects of tourism and fully reap its benefits, while minimising its negative social and environmental impacts.

Fig. 3

(a) With reference to Fig. 3, identify the four types of Affiliate Member of the World Tourism Organization (UNWTO).

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- 2
- 3
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[4]

(b) The advice and guidance provided by the Foreign and Commonwealth Office (FCO) to UK travellers is in keeping with the Global Code of Ethics for Tourism.

Explain how **each** of the following FCO travel tips supports this objective:

- 'buy locally'

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- 'respect the local culture and traditions'

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- 'book safari trips with a licensed and trained guide'.

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(c) Explain **three** circumstances in which the FCO will issue a warning about travel to a particular destination.

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- 4 **Figs 4(a) and 4(b)** show visitor data about attendance at the Grand National in Liverpool, a major international sporting event held at Aintree racecourse.

Origin of visitors	Percentage
Liverpool City Region	38.1%
North West	24.3%
Irish Republic	7.6%
London & South East	5.7%
Yorkshire & Humber	4.5%
West Midlands	3.3%
East Midlands	2.6%
Northern Ireland	2.1%
Scotland	2.1%
South West	2.1%
North East	1.9%
Wales	1.9%
Overseas	1.7%
East of England	1.2%
Other UK	0.7%

Note – figures subject to rounding

Fig. 4(a)

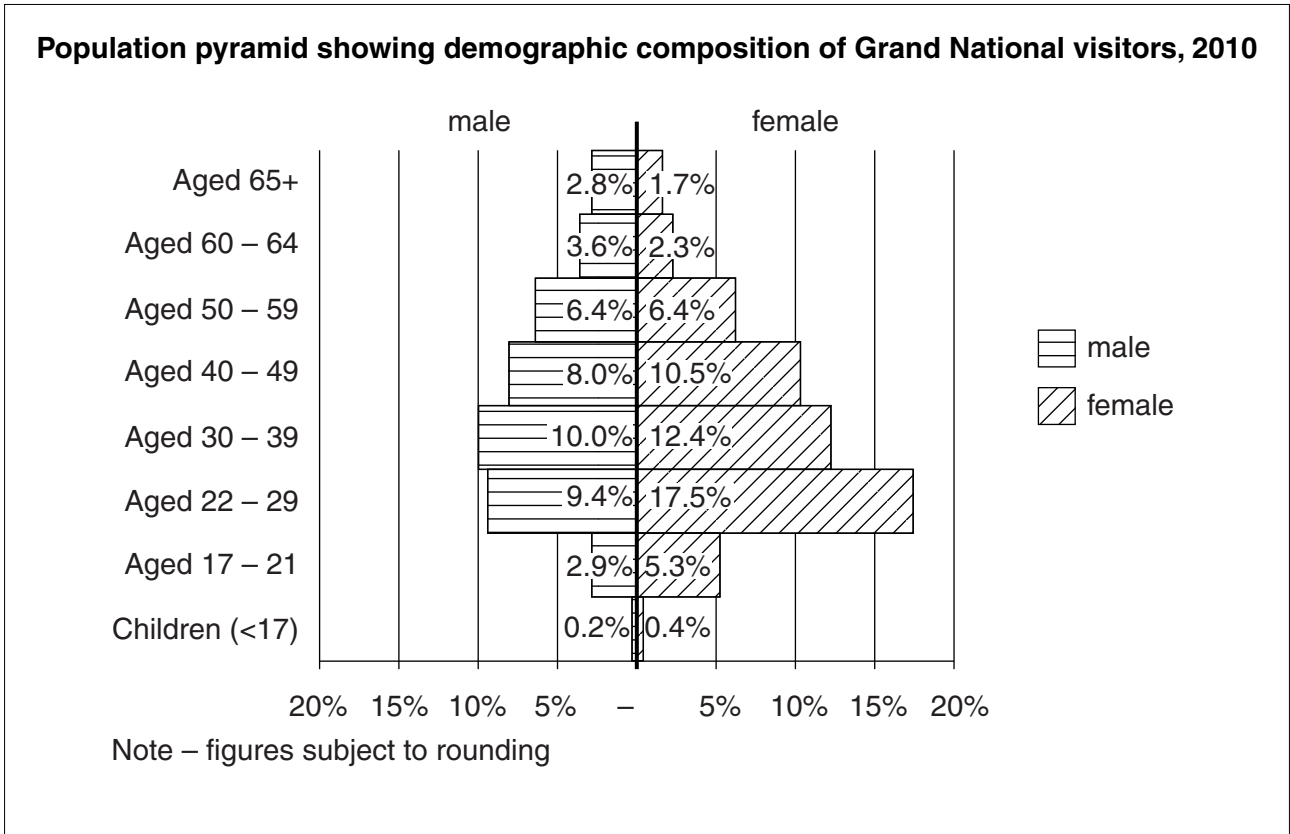


Fig. 4(b)

(a) With reference to **Figs 4(a) and 4(b)**, identify the following:

- the percentage of overseas visitors attending the Grand National in 2010
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- the percentage of visitors from the Irish Republic attending the Grand National in 2010
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- the age range of the largest percentage of female visitors in 2010
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- the percentage of male visitors who were in the 30 to 39 age range in 2010.
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(b) Explain **three** ways in which venues, such as Aintree racecourse, are likely to generate revenue from international travellers on days when no sporting events take place.

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(c) (i) State **three** laws or regulations which affect the operation of international venues such as Aintree racecourse.

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(ii) Briefly explain how **one** of the laws and regulations chosen in part (c)(i) is likely to affect the operation of international venues such as Aintree racecourse.

Name of chosen law/regulation:

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