

ADVANCED SUBSIDIARY GCE UNIT APPLIED TRAVEL AND TOURISM

G723

Unit 4: International Travel

MONDAY 15 JANUARY 2007

Morning

Time: 2 hours

Additional materials: None.



Candidate Name							
Centre Number				Candidate Number			

INSTRUCTIONS TO CANDIDATES

- Write your name, Centre Number and Candidate number in the boxes above.
- Answer all the questions.
- Use blue or black ink. Pencil may be used for graphs and diagrams only.
- Read each question carefully and make sure you know what you have to do before starting your answer.
- If you run out of space for an answer, continue on the lined pages at the back of the booklet.
- If you use these lined pages, you **must** write the question number next to your answer.
- Do **not** write in the bar code.
- Do not write outside the box bordering each page.

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		
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TOTAL		

This document consists of 14 printed pages, 2 lined pages and 4 blank pages.

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i	Details:	!
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i	An extract from www.travelwirenews.com about the increased popularity of	!
	add on UK tour packages, where tourists can benefit from cheaper rail travel and	i
i	attraction entry fees when they buy them from the USA or Canada	!
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Source:	www.travelwirenews.com	

Fig. 1

1	(a)	Refe	er to Fig. 1.	
		(i)	Identify four English town and city destinations, other than London, that travellers fro North America may visit during their stay.	m
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	(ii)	Identify and explain two advantages to visitors from North America of using London as a base for visiting Europe.
		1
		2
		[4]
(b)		tors to the UK have the chance to buy 'add-on tour products' before they leave North erica. Explain two ways in which this could save them money.
	1	
		[4]
(c)	serv	st North American visitors will travel to the UK by using one of the many scheduled air vices operating between the two destinations. Explain two differences between economy business classes on such flights.
	1	
	2	
	<i>_</i>	
		[4]

(d)	With reference to one UK international airport with which you are familiar, assess the extent to which it meets the needs of different types of incoming and outgoing international passengers.
	Name of chosen airport:
	[9]

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Refer to Fig. 2. Tesco is one of a number of suppliers of travel insurance to UK international

trav	vellers.				
(a)	(i)	Identify three adventure tourism activities that are not covered by Tesco's Instant Travel Insurance policy.			
		1			
		2			
		3[3]			
	(ii)	Suggest three reasons why travellers aged 65 and over are not covered under this policy.			
		1			
		2			
		3[3]			
	_				
(b)	Exp	co advises all international travellers to visit the Foreign & Commonwealth Office's website. In olain the usefulness of three types of help and advice which are provided for international rellers by the Foreign & Commonwealth Office.			
	1				
	2				
	3				
		[6]			
(c)	Des	scribe how the sale of travel insurance is affected by each of the following:			
	(i)	The Consumer Protection Act.			
		[2]			

	(ii)	The Data Protection Act.
		[2]
(d)	Eva of i i	luate, using examples, the range of ancillary services that are supplied for the convenience nternational travellers by UK Tourist Information Centres and large UK city centre els.
		[9]

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Selected international arrivals on the Indonesian island of Bali for January – July in recent years

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Details:

A table showing the number of people arriving in Bali from 11 international areas over 3 years

Source: eTurboNews.com

Fig. 3(a)

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Details:

An advertisement for The Oberoi resort in Bali, a five star resort with many facilities. There are photos of the accomodation and a short description.

© OCR 2007 Fig. 3(b)

3

Ref	er to Figs. 3(a) and 3(b).
(a)	Identify Bali's three most important visitor markets in 2005.
	1
	2
	3[3]
(b)	The island of Bali suffered a major terrorist bombing on 12 October 2002. Identify three nationalities that did not appear to be put off visiting Bali in 2003.
	1
	2
	3[3]
(c)	Fig. 3(b) provides details of an international 5* resort in Bali. Identify and explain five ways in which this hotel appeals to the international leisure traveller.
	1
	2
	3
	4
	5
	[10]

over time.
[9]
[Total: 25]

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Fig. 4

Off-road driving – a desert adventure tourism activity in the Middle East

Ref	er to Fig. 4.
(a)	Describe the nature and appeal of desert adventure tourism activities such as that shown in Fig. 4.
	[4]
(b)	Identify three hazards which could be associated with the activity shown in Fig. 4.
	1
	2
	3

(c) UK travellers visit various overseas destinations to take part in adventure tourism activities. Complete the following table by identifying **one** adventure activity for each destination.

Destination	Adventure Activity
Switzerland's Alpine region	
Egypt's Red Sea coast	
New Zealand's fast flowing rivers	

	[3]
(d)	UK leisure travellers will often take an organised tour or excursion when they are visiting an overseas destination for the first time. Discuss how such tours/excursions are usually organised and operated.

appeal c	of cruise ho	olidays.					
		•••••	 				
			 	 	•••••		
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If you use the following lined pages to complete the answer to any question, the question number must be clearly shown.									

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Copyright Acknowledgements:

Fig. 1 <u>www.travelwirenews.com</u> © eTurboNews Inc

Fig. 2 Tesco Travel Insurance Leaflet, <u>www.tescofinance.com</u> © Tesco

Fig. 3a table © eTurboNews Inc, <u>www.eTurboNews.com</u>

Fig. 3b Advert for The Oberoi, Bali, from Emirates Holidays brochure 2005 © Emirates Holidays

Fig. 4 © OCR

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