



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS  
 General Certificate of Education Advanced Subsidiary Level and Advanced Level

CANDIDATE  
NAME

CENTRE  
NUMBER

--	--	--	--	--

CANDIDATE  
NUMBER

--	--	--	--



**TRAVEL AND TOURISM**

**9395/01**

Paper 1 Core

**October/November 2012**

**2 hours 30 minutes**

Candidates answer on the Question Paper.

No Additional Materials are required.

**READ THESE INSTRUCTIONS FIRST**

Write your Centre number, candidate number and name on all the work you hand in.  
 Write in dark blue or black pen.  
 Do not use staples, paper clips, highlighters, glue or correction fluid.  
 You may use a pencil for any diagrams, graphs or rough working.  
**DO NOT WRITE IN ANY BARCODES.**

Answer **all** questions.

The number of marks is given in brackets [ ] at the end of each question or part question.

For Examiner's Use	
1	
2	
3	
4	
<b>Total</b>	

This document consists of **17** printed pages and **3** blank pages.



### Question 1

Refer to Figs 1 and 2, a photograph taken before a private function at an international hotel and a job description for hotel waiting staff.



**Fig. 1**

#### **Waiting staff duties**

All waiting staff play an important role in the enjoyment of the guest's meal, complementing the efforts of the kitchen staff. It is your timing skills that ensure no delay in bringing the food from the kitchen and that it is attractively served. You will advise guests on the food and drinks available, serve the food and drinks without unnecessarily disturbing the guests, keep the table clear of unwanted items, replenish drink and wine glasses, and help to keep the restaurant looking pleasant. You are also responsible for greeting guests, showing them to their table, taking orders and, at the end of the meal, collecting payment.

High standards of personal presentation and hygiene are expected. You must be careful not to touch food, or the surfaces of china, cutlery or glassware that will come into contact with food or drink or the guest's mouth. Working safely, so that you avoid accidents, is also important. You will help prepare the restaurant for service, and clear away when all the guests have gone. You may be asked to serve at banquets, cocktail parties, special dinners, weddings and other functions (silver service).

**Fig. 2**

(a) Identify **four** ways in which waiting staff are expected to interact with external customers.

- 1 .....
- 2 .....
- 3 .....
- 4 ..... [4]

(b) Briefly explain why waiting staff are given **each** of the following instructions:

- uniforms should be clean and freshly pressed  
.....  
.....  
.....  
.....
- fingernails should be clean, short and well-cared-for  
.....  
.....  
.....  
.....
- do not use too much perfume  
.....  
.....  
.....  
..... [6]

(c) Waiting staff frequently have to prepare the restaurant for private functions, such as the one shown in Fig. 1. Describe how this is likely to involve contact with **each** of the following internal customers:

- hotel laundry staff

.....  
.....  
.....  
.....

- kitchen staff

.....  
.....  
.....  
.....

- reception/reservations staff

.....  
.....  
.....  
.....

[6]



**Question 2**

Refer to Fig. 3, an extract from the website of Travel Star Holidays in Brunei Darussalam. The company now offers 'special packages' to specific niche tourism markets, such as **Medical** tourism, **Adventure** tourism, **Sports** tourism and **Ecotourism**.

The screenshot shows the Travel Star Holidays website layout. At the top is a navigation bar with a star logo and the company name. Below this are four menu items: 'ABOUT OUR AGENCY', 'LATEST SPECIAL DEALS', 'TRAVEL NEWS HEADLINES', and 'TRAVEL WEATHER'. The main content area is divided into several sections. On the left, there is a text block about an eco-friendly cabin in the Batu Apoi forest reserve, accompanied by an illustration of a cabin. Below this is a section titled 'Vacation and Cruise Recommendations' with an image of a cruise ship. To the right of the cabin text is a list of phone numbers for different branches: Main Branch (KB) +673 3225026/15, BSB Branch +673 3325076-4, Seria Branch +673 3228826-6, and Tuton Branch +673 4665023/1. Further right is a grid of buttons for various services: Group Tours, Cruise Holidays, Brunei Tours, Special Packages, BTW Hotel Search, Car Rental, Rail Travel, and Holiday Planner. At the bottom of the page is another navigation bar with five items: 'SPECIAL PACKAGES', 'LEISURE TRAVEL', 'CRUISE VACATIONS', 'BOOK-IT-YOURSELF', and 'TERMS AND CONDITIONS'.

**Fig. 3**

(a) Identify the **three** ways in which Travel Star Holidays' customers can make bookings for travel products.

- 1 .....
- 2 .....
- 3 ..... [3]









**Question 3**

Refer to Fig. 4, Key Tourism Statistics for New Zealand.

# Key Tourism Statistics

March 2010

Domestic Tourism		
Year ended December 2008		
	(millions)	Annual Growth
Day trips	28.3	3.6%
Overnight trips	15.1	1.1%
Total nights	44.5	0.4%
<b>Purpose of Visit:</b> (millions)		
Holiday	17.7	4.3%
VFR	14.1	11.3%
Business	9.2	-13.6%
Education	0.5	30.2%
Other	1.6	17.9%
<b>Expenditure:</b> (millions)		
Day trip spend	\$2920	14.5%
Overnight trip spend	\$5138	2.0%
Total domestic spend	\$8058	6.2%
Average spend per day trip	\$103	
Average spend per overnight trip	\$341	
Average spend per night	\$116	

International Visitor Arrivals		
Year ended January 2010		
<b>International Arrivals:</b>		
2 471 004, up 21 986 or 0.9% on the previous year.		
<b>Key Markets:</b>		
		Annual Growth
Australia	1 095 696	12.0%
UK	258 228	-8.0%
USA	197 843	-4.6%
China	97 432	-15.9%
Japan	79 594	-20.3%
Combined, these markets provided 70% of international visitors to New Zealand for the year ended January 2010.		
<b>Purpose of Visit:</b>		
		Annual Growth
Holiday	1 188 292	0.9%
Visit Friends and Relatives (VFR)	793 260	6.4%
Business	232 456	-6.9%
<b>Average intended length of stay:</b> 20.5 days		

Economic Contribution	
Year ended March 2009	
<b>Tourism Expenditure:</b> (billions)	
International	\$9.3*
Domestic	\$12.4
Total	\$21.7
(Domestic expenditure comprises \$9.7 billion household expenditure and \$2.7 billion business and government expenditure.)	
<b>Tourism Exports:</b>	
International tourist expenditure accounted for \$9.3 billion or 16.4% of New Zealand's total export earnings.	
<b>Direct and Indirect Contribution to GDP:</b>	
Tourism directly and indirectly contributes \$15.0 billion (or 9.1%) to New Zealand's total GDP (excluding GST and import duties).	
<b>Tourism Employment:</b>	
Tourism supports 94 600 direct and 90 200 indirect (184 800 total) full-time equivalent jobs (9.6% of the total workforce in New Zealand).	
*Includes international airfares paid to New Zealand carriers.	

**Fig. 4**

(a) Identify New Zealand's **four** most important key markets for international visitors.

- 1 .....
- 2 .....
- 3 .....
- 4 ..... [4]

(b) The average international visitor length of stay in New Zealand is 20.5 days. This is much higher than in many other destinations. Explain **two** reasons why international visitor lengths of stay vary.

1 .....

.....

.....

.....

.....

.....

2 .....

.....

.....

.....

.....

.....

..... [6]

(c) Explain **three** changing socio-economic factors that cause increased levels of domestic tourism in countries such as New Zealand.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

3 .....

.....

.....

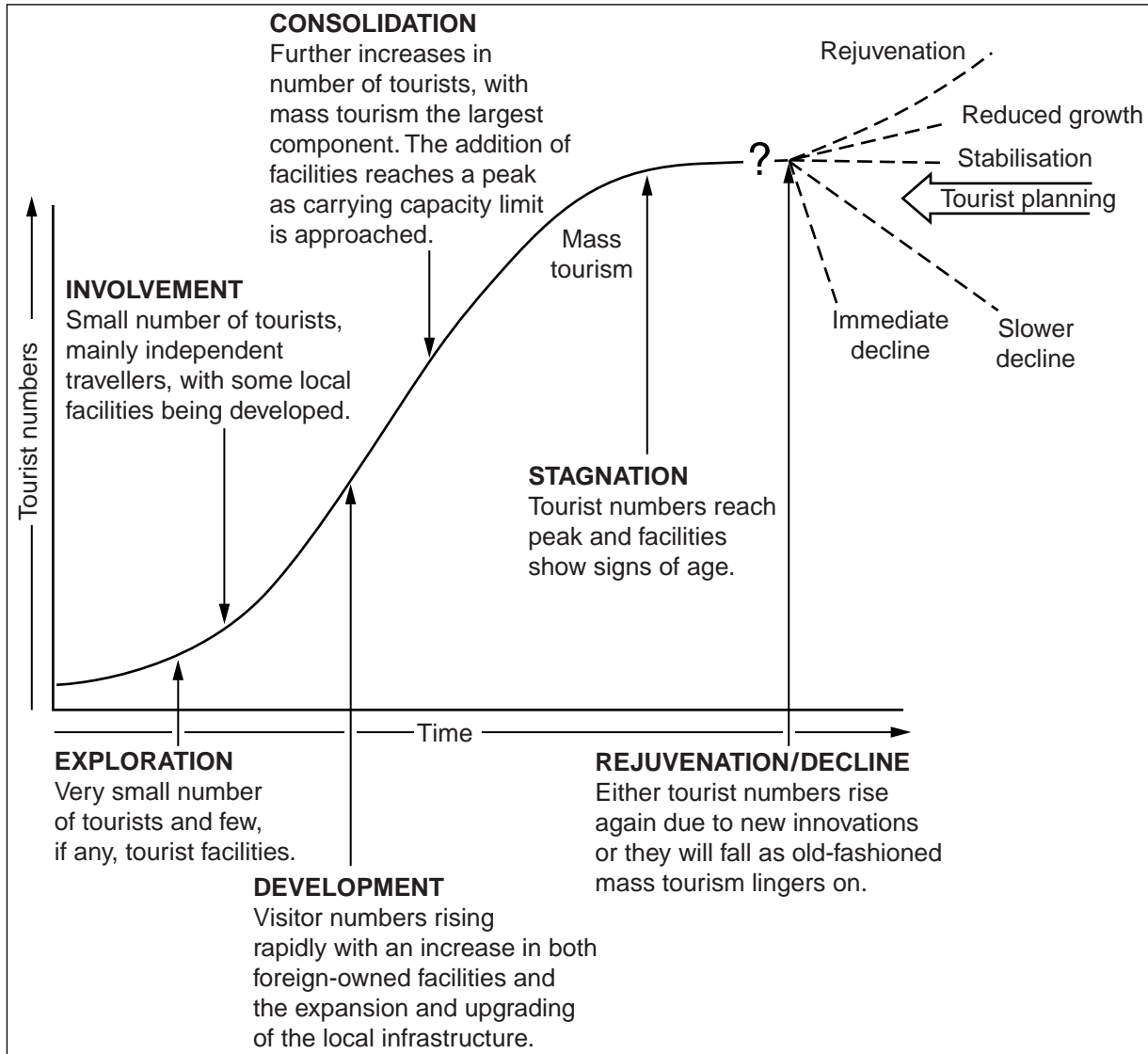
..... [6]



**PLEASE TURN OVER FOR QUESTION 4.**

Question 4

- (a) Refer to Fig. 5, a diagram showing the stages associated with the Butler model of destination evolution and two photographs taken by international tourists in locations at different stages of destination evolution.



Photograph A



Photograph B

Fig. 5

For **each** photograph, suggest the most likely Butler stage of destination evolution that has been reached and give a brief explanation for your choice.

For  
Examiner's  
Use

- Photograph A

Butler stage .....

Explanation .....

.....

.....

.....

.....

.....

- Photograph B

Butler stage .....

Explanation .....

.....

.....

.....

.....

.....

[6]

(b) The destinations in which Photographs A and B were taken are both national parks. Explain **two** objectives of national parks.

1 .....

.....

.....

.....

2 .....

.....

.....

..... [4]

(c) National parks are examples of non-commercial organisations. They are not in the private sector. Explain **three** ways in which non-commercial travel and tourism organisations are usually funded and generate revenue.

For  
Examiner's  
Use

1 .....

.....

.....

.....

2 .....

.....

.....

.....

3 .....

.....

.....

..... [6]









**BLANK PAGE**

---

*Copyright Acknowledgements:*

Fig. 1                   © John D Smith © UCLES.  
Fig. 4                   © <http://www.touristtimes.net.nz/site/tourtimes/files/KeyTourismStatisticsMar2010.pdf>.  
Photograph A         © John D Smith © UCLES.  
Photograph B         © John D Smith © UCLES.

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

University of Cambridge International Examinations is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.