



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
General Certificate of Education Advanced Level

CANDIDATE
NAME

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TRAVEL AND TOURISM

9395/01

Paper 1 Core

May/June 2010

2 hours and 30 minutes

Candidates answer on the Question Paper

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.

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1	
2	
3	
4	
Total	

This document consists of **15** printed pages and **1** blank page.



Question 1

Refer to Photographs A, B and C that show members of staff working at a five star resort & spa in Dubai.

Photograph A: Door Attendant/Commissionaire



Photograph B: Concierge



Photograph C: Beach Attendant



- (a) The three members of staff shown in the photographs each have direct contact with the hotel's external customers. Suggest **two** ways in which each member of staff is likely to provide a service to hotel guests.

Photograph A

1

2

Photograph B

1

2

Photograph C

1

2

[6]

- (b) Explain **two** ways in which the performance of the hotel staff is likely to be monitored and evaluated by the organisation.

1

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(c) Discuss how travel and tourism organisations are likely to benefit from providing effective customer service to their **internal customers**.

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(d) Assess the extent to which a customer service situation of your choice involves the following three components (often referred to as “**The Moment of Truth**”):

- the nature of the service task being performed;
- the service standards expected, both by the customer and the provider;
- the service delivery system for the task at hand.

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Chosen customer service situation:

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[Total: 25]

Question 2

Refer to Fig. 1, a news item about the Caribbean.

Caribbean hotels face several threats in 2008



Le Sport St. Lucia

The 2008 edition of Caribbean Trends in the Hotel Industry finds that the industry faces some strong challenges. For 2008, the combination of a slow U.S. economy, increased competition, rising energy costs, and threats of reduced air services could result in lower levels of occupancy and profits for the region's hotel owners and operators.

Due mostly to the rising cost of fuel, four of the five leading air carriers to the Caribbean have announced cutbacks in service. Puerto Rico and the Dominican Republic could see 26% fewer flights in December 2008 compared to December 2007. Airlines are not the only mode of transportation to be affected by the rise in energy costs. The relatively low cost of Caribbean cruises has made the region the number one cruise market in the world. Despite the strength of the market, cruises to more remote ports in the southern Caribbean, such as Aruba, are being cut from itineraries due to rising fuel cost and the length of the trip.

New Competition

Another challenge to Caribbean hotels is the anticipated growth in competitive supply predicted over the next few years. Caribbean properties will not just face new competition from within the region. Hotel construction is flourishing throughout Latin America. Belize and Costa Rica are two markets that are becoming increasingly competitive with the Caribbean as a vacation destination for U.S. citizens, as well as travellers from Europe and South America.

Energy Costs

In an effort to offset the rising cost of energy, some Caribbean hotels make energy surcharges. Most people believe this is not a permanent solution. To preserve the natural beauty of the region, Caribbean resorts have had a long history of being environmentally friendly. Hotel operators are now concentrating on energy conservation. In addition to installing cost-cutting equipment, such as energy efficient light bulbs, showers, toilets, sinks, and air conditioning, Caribbean hoteliers are working with their local energy providers to develop new sustainable technologies.

Operating Costs

Historically, Caribbean hotels have enjoyed the benefit of paying their employees relatively low salaries and wages. However, due to rising standards of living among the islands, we have started to see a closing of the gap between U.S. and Caribbean labour costs. Utility costs are not the only expenses that are extraordinarily high for Caribbean hoteliers. Caribbean insurance costs continue to exceed the U.S. average due to the constant risk of hurricanes.

Fig. 1

- (a) Identify **three** Caribbean destinations at risk from the reduction of transport services to the region.

1

2

3 [3]

- (b) Identify **two** Central American destinations that are starting to compete with traditional Caribbean resorts.

1

2 [2]

- (c) Fig. 1 states that “Caribbean resorts have had a long history of being environmentally friendly”. State **three** environmentally friendly actions hotels may take and explain how each might result in a positive local environmental impact.

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(d) Fig. 1 contains images of the all-inclusive Le Sport resort in St Lucia.

(i) Name the natural hazard that is a seasonal risk at the resort.

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(ii) Suggest and explain **two** strategies which could be used by the resort to maintain occupancy rates throughout the year.

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Question 3

Refer to Fig. 2, information about visitor arrivals to Sri Lanka.

Top-Ten Source Markets

Market Position	2006			2007		
	Market	Total Arrivals	Percentage Share	Market	Total Arrivals	Percentage Share
1	India	128 370	22.9	India	106 067	21.4
2	UK	88 306	15.8	UK	94 060	19.0
3	Germany	47 402	8.5	Germany	35 042	7.0
4	Maldives	24 831	4.4	Maldives	29 539	5.9
5	France	22 693	4.1	Australia	20 241	4.0
6	Australia	21 849	3.9	Netherlands	17 526	3.5
7	U.S.A.	20 700	3.7	U.S.A.	16 486	3.3
8	Netherlands	19 360	3.5	Japan	14 274	2.8
9	China (P.R.)	16 274	2.9	Russia	13 621	2.7
10	Japan	16 189	2.9	China (P.R.)	11 949	2.4

Fig. 2

(a) Identify the following:

(i) The **two** Top-Ten source markets that increased their number of visitors to Sri Lanka from 2006 to 2007.

- 1
- 2 [2]

(ii) The **three** Top-Ten source markets that increased their percentage share of visitor arrivals from 2006 to 2007.

- 1
- 2
- 3 [3]

(b) Many visitors to Sri Lanka will be on a holiday or business trip. Suggest **three** other reasons why international travellers are likely to visit countries such as Sri Lanka.

- 1
- 2
- 3 [3]

(c) The Sri Lankan Ministry of Tourism has the following vision:

"To build up tourism as an industry capable of playing a significant role in the economic advancement of the country whilst preserving the country's cultural values, ethos and its rich natural environment thereby winning the approval of both the local population and the international community."

Briefly explain how tourism development might do each of the following:

- play a significant role in the economic advancement of the country;
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- preserve the country's cultural values;
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- preserve the country's rich natural environment;
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- win the approval of the local population.
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Question 4

Refer to Fig. 3, information about new developments along the USA's Gulf Coast.

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Jackson, Harrison and Hancock Counties - New Developments

Harrison County, part of the Mississippi Gulf Coast that contains Gulfport and Biloxi, has elected officials who have begun an initiative to diversify industry in the Gulf Coast Region. The area suffered during Hurricane Katrina, and recovery initiatives are planned to run into the second decade of the 21st century. The officials joined with planners and funders as well as community-based organisations, in order to target five industries, including tourism.

Tourism was considered and targeted by elected officials who found that for each job created in the tourism industry, five additional indirectly related jobs were also formed. For every \$1 spent in tourism, a further \$5 was spent in the related industries. In addition, ageing American residents with disposable income have begun staying in the area on vacations for an increased number of days per year. While overall travel through the Gulfport-Biloxi area has increased, 60% of this has been for business purposes.

Fig. 3

(a) Identify **two** key tourism target markets for Harrison County.

- 1
- 2 [2]

(b) Fig. 3 indicates that tourism development can create a 'Multiplier Effect' in terms of visitor spending and job creation. Briefly explain how this happens.

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(c) The area is developing because “officials joined with planners and funders as well as community-based organisations”. Briefly justify this approach to tourism development.

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(d) Organisations involved in tourism development have different sources of funding and meet stakeholder expectations in different ways. Complete the following table using information about **one** commercial and **one** non-commercial organisation with which you are familiar.

	<u>COMMERCIAL</u>	<u>NON-COMMERCIAL</u>
Name of chosen example		
Main source of funding		
Additional source of funding		
Main way in which it meets stakeholder expectations		

[6]

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Question 3	© Sri Lanka Data Table Visitor Numbers; sltstatistics.org.
Question 4	© Map and News Item, Gulfport, Mississippi, USA; hubpages.com.

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