



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

CANDIDATE
NAME

CENTRE
NUMBER

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TRAVEL AND TOURISM

9395/01

Paper 1 Core

May/June 2011

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 **16** printed pages.

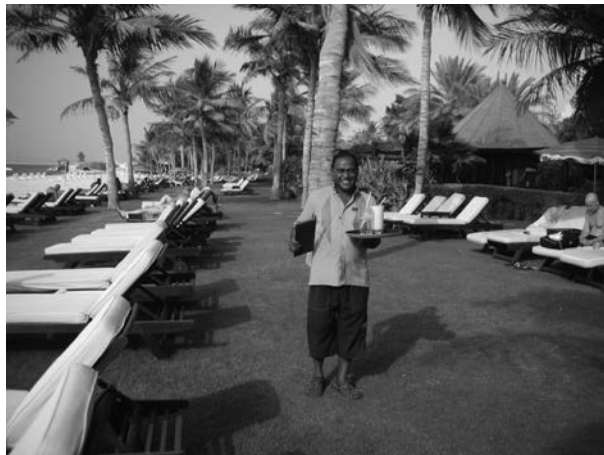


Question 1

Refer to Fig. 1, photographs of customer service environments.



Photograph A



Photograph B



Photograph C

Fig. 1

(a) Photographs A, B and C in Fig. 1 were taken in different customer service environments within a large international 5-star resort. Complete the following table by identifying which photograph was taken in each of the listed customer service environments.

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Customer Service Environment	Photograph
Pool terrace	
Al fresco dining terrace	
Beachfront	

[3]

(b) All three members of staff will have had customer service training. State and explain **two** likely advantages to the resort of providing staff with such training.

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(c) State **three** methods by which the resort management could monitor staff delivering customer service.

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(d) For **one** of the methods given in part (c), describe fully how the monitoring process is likely to operate.

Name of chosen method

How the monitoring process operates

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Question 2

Refer to Fig. 2, a news item about tourism in Angola.

Tourism grows in Angola

Over 294 000 tourists visited Angola in 2008, a 60% increase compared to 2007. The Ministry of Hotels and Tourism stated that:

- 129 838 tourists came from Europe;
- 63 752 from Asia;
- 59 358 from South and North America;
- 3 859 from Africa;
- 1 860 from the Middle East and
- 1 391 from Australia.

The Namibian and Angolan governments have signed an agreement on jointly developing and promoting tourism activities between the two countries. The agreement shows the determination of the two countries to develop cross-border tourism, which is considered important for boosting the countries' economies. Under the agreement, both countries will simplify immigration procedures to open up a joint tourism market. They will offer security for tourists visiting the two countries, share tourism information and use a common system to classify tourist facilities.



Angola is a large, developing country in south-west central Africa. The capital city is Luanda. Portuguese, the official language, is widely spoken throughout the country. Despite its large oil and mineral reserves and arable land suitable for large-scale production of numerous crops, Angola is one of the world's poorest countries.

Development was severely restricted by a 27-year long civil war that broke out upon independence in 1975, which destroyed the majority of the country's infrastructure. Since the end of the war in 2002, the government has started infrastructure and development projects. Although there are signs of the economy improving, Angola still faces problems in supplying basic social services, aviation, travel safety, communications and providing enough accommodation. Facilities for tourism, particularly outside the capital of Luanda, are basic.

Fig. 2

(a) Identify **three** countries which share a border with Angola.

1

2

3 [3]

(b) Using only information from Fig. 2, identify and explain **three** ways in which Angola is at the Exploration Stage of the Butler model of destination evolution.

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(c) Identify and explain **two** ways in which Angola's joint agreement with Namibia will benefit the development of tourism in the country.

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(d) State **three** ways in which overseas visitors are likely to experience the traditional culture of a destination.

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Question 3

Refer to Fig. 3, a 2009 press release about Gold Reef City in Johannesburg, South Africa. Located on an old gold mine, the park is themed around the gold rush on the Witwatersrand. Park staff wear period costumes of the 1880s, and the buildings on the park are designed to reflect the same period.

Cold has never been this cool! This winter the lower the temperatures drop, the less you pay at Gold Reef City Theme Park. Between 21 July and 23 September you will pay the lowest prices ever with our brand new **Ride the Weather** promotion.

Entrances fees this winter have been tied to temperature ranges and will be as follows:

- less than 10 degrees – adults pay R60 – children under 1.2m get in for free;
- 10–15 degrees – adults pay R80 – children under 1.2m pay R20;
- 16–20 degrees – adults pay R100 – children under 1.2m pay R40;
- above 20 degrees – normal prices for all – adults pay R120 – children under 1.2m pay R70.

You'll have every reason to brave the morning cold and get an early start for your day at the Theme Park as long as this promotion lasts. All of the attractions that make Gold Reef City Theme Park Gauteng's best family entertainment will be running all through winter – from thrilling adventure rides (e.g. the Golden Loop, Anaconda or Tower of Terror) to the illusions created in the Odin 4D theatre and the 'Jozi's Story Of Gold' heritage tour.

In addition, you can enjoy a range of street entertainment, magic shows, and so much more. In addition to the entertainment, Gold Reef City Theme Park offers restaurants and fast food outlets to satisfy every taste.

Fig. 3

(a) Identify **three** thrill rides in the Gold Reef City Theme Park.

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- 3 [3]

(b) With reference to Fig. 3, identify and explain each of the following:

(i) how the 'Ride the Weather' promotion might encourage the early arrival of visitors

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(ii) how the Theme Park encourages secondary spending by visitors

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[4]

(c) Gold Reef City Theme Park is a private sector organisation. State **three** aims of private sector organisations.

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(d) Other than reading press releases, explain **three** ways in which tourists visiting Johannesburg are likely to find out about Gold Reef City Theme Park during their stay.

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Question 4

Refer to Fig. 4, a recent news item about medical tourism.

Worldwide healthcare travel revenue predicted to rise to US\$100 billion by 2012

Rising healthcare standards together with the growing demand for more affordable treatment will benefit the Asian market for medical tourism, according to experts speaking in Singapore at the Healthcare Travel Exhibition and Congress. Worldwide gross medical tourism revenue is projected to grow from US\$56 billion to reach US\$100 billion by 2012, with Asia as a major driver of this growth.

Patients who choose to undergo treatments in Asia can pay just 10% of the cost of comparable treatment conducted in developed countries like the USA or UK. This cost difference, coupled with today's travel industry, helps medical tourism to grow.

Asia is well-placed to grow in medical tourism as healthcare standards continue to improve. Hospitals in Korea, Malaysia, Thailand, India, and Singapore have implemented advanced medical technologies to improve patient care.

The Healthcare Travel Exhibition and Congress is Asia's premier event focusing on two of the world's largest industries: healthcare and tourism. Advanced technology is on display at the exhibition, where 30 exhibitors (including leading medical suppliers, healthcare travel facilitators, medical spas, and hospitals) are showing their innovations and services.

Fig. 4

(a) The Healthcare Travel Exhibition and Congress is an example of a business tourism event. Identify the **four** different types of exhibitor that attended the Singapore event.

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- 4 [4]

(b) Identify and explain **two** factors that are encouraging the development of medical tourism in Asian countries.

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(c) Many of the delegates attending the Singapore event will stay at hotels that provide particular services for their business travel guests. In the table below, circle the **two** services that are most likely to be important for business travel guests.

Tour desk	Swimming pool lifeguard
Express check-out	Family rooms
Bathroom scales	Free daily newspaper
Wi-Fi internet	24 hour coffee shop

[2]

(d) Assess the reasons why many destinations want to increase business tourism.

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