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

TRAVEL AND TOURISM

9395/01

Paper 1 Core

For Examination from 2008

SPECIMEN PAPER

2 hours and 30 minutes

Additional Materials: Answer booklet/Paper

READ THESE INSTRUCTIONS FIRST

If you have been given an Answer Booklet, follow the instructions on the front cover of the Booklet. 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.

Answer all questions.

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

This document consists of **7** printed pages and **1** blank page.



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[Turn over

International Visitors to NYC 1998-2005				
2006: 7.1 million (forecast)				
2005: 6.6 million (forecast)				
2004 : 6.2 million				
2003 : 4.8 million				
2002 : 5.1 million				
2001: 5.7 million 2000: 6.8 million				
1999 : 6.6 million				
1998 : 6.0 million				
Direct Visitor Spending in NYC 1998-2004 International and Domestic				
2004 \$21.07 billion				
2003 \$18.49 billion				
2002 \$14.1 billion				
2001 \$15.1 billion				
2000 : \$17.0 billion 1999 : \$15.6 billion				
1999 . \$15.0 billion				
Top Producing Countries for International Visitors to NYC (2005 figures)				
1. United Kingdom 1 102 000				
2. Canada 762 000				
3. Germany 327 000				
4. Japan 322 000				
5. Mexico 254 000				
6. France 205 000				
7. Italy 194 000				
8. Australia 162 000				
9. Spain 161 000 10. The Netherlands 126 000				

Fig. 1

Refer to the statistics in Fig. 1 about Tourism in New York City.

- (a) State the difference between an international and a domestic visitor.
- (b) Identify the three main reasons why visitors travel to major destinations such as New York. [3]
- (c) Identify and compare the trends shown for New York's international visitors and visitor spending. [6]
- (d) Identify and explain three social and economic conditions that might account for the large number of Europeans visiting New York. [5]
- (e) With reference to **one** destination with which you are familiar, evaluate the range of tourist attractions that are currently available. [9]

[Total: 25]

[2]

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Question 2

Dat	e		Park services
Name (Mr/Mrs/Miss/Ms)			12. Cleanliness of the changing rooms
Address			and restrooms
City Sta	te		13. Overall cleanliness of the waterpark
Code Cou	untry		Food & Beverages
Phone Fax			14. Which restaurants did you visit?
Email			JULSHAN'S KITCHEN SINBAD'S GALLEY ALI'S BBQ LEILA'S STAND
Nationality Birt	hday (dd/mm/y	y)	LEILA'S OASIS SHAHBANDAR'S CAFÉ
Please indicate your level of satisfaction of our service,			15. How would you rate the following? MINUTES MINUTES MINUTES MINUTES MINUTES
facilities & attractions.	x	N/A	a. Speed of service
COMPLETELY SATISFIED	NOT AT ALL SATISFIED	NOT	b. The food you ordered prepared to your satisfaction
Entrance			c. Suggestion of other foods you would like to see:
0-10 10-2 MINUTES MINUT			
1. Speed of entry			
			Rides
2. Were you offered any explantion for the wristband and its functions?	YES	NO NO	16. How would you describe your experience on the rides?
Was it easy to use our locker system? If no, please explain why:	YES	NO NO	17. How was the water temperature COMFORTABLE TOO WARM TOO COLD
			in the pool and on the rides?
			Overall
How do you rate our employees?			I8. How would you rate the Wild Wadi? I8. How would you rate the Wild Wadi? I8. How would you rate the Wild Wadi?
4. Lifeguards	~~~ ~~	✓ X N/A	19. If we did not completely satisfy you at any point, please explain why:
a. Greeting you with a smile b. Helping you			
c. Professional appearance			
d. Protection of guests			
5. Security			20. Have you visited Wild Wadi before? YES NO If yes, how many times:
a. Greeting you with a smile			
 b. Helping you c. Professional appearance 			21. How did you hear about Wild Wadi?
 Food & Beverage Greeting you with a smile 			
b. Helping you			22. Are you residing in the UAE?
c. Professional appearance			23. Are you staying in a hotel?
7. Admissions			If yes, please name the hotel:
a. Greeting you with a smile			
b. Helping you			24. Any other suggestions/comments that would help us improve our service:
c. Professional appearance			
 Was any employee particularly helpful? If yes, please name the employee(s): 	YES		
			25. If you had the opportunity, would you visit Wild Wadi again?
Jumeirah Hallmarks 9. Were you greeted with a smile every tim			If no, please explain why:
a. we served you?	YES	NO NO	
b. we assisted you?	YES		
c. you met an employee?	YES	NO	26. How likely are you to recommend Wild Wadi to a friend or a colleague?
10.Did we ever say NO as a first response?	? 🗌 NO	YES	10 9 8 7 6 5 4 3 2 1 0
11. Was an attitude of mutual respect	☐ YES		Extremely likely Neutral Not at all
displayed amongst our employees?			

Fig. 2

Refer to Fig. 2, a customer comment card from Jumeirah's Wild Wadi Waterpark in Dubai.

- (a) Identify three "Jumeirah Hallmarks" for customer service.
- (b) State which one of the "Jumeirah Hallmarks" is aimed at internal customers and explain two ways in which it will help promote high levels of customer service.
- (c) Other than customer comment cards, explain **four** ways in which travel and tourism organisations can assess standards of customer service.
- (d) With reference to a travel and tourism organisation of your choice, discuss the various methods used by frontline staff to deliver quality customer service. [9]

[Total: 25]

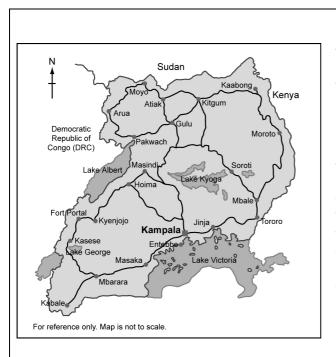
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[Turn over

[3]

[8]



UGANDA'S overall tourism arrivals fell by 8.7% last year due to a sharp reduction in visitors from Kenya and Tanzania, but tourism officials are upbeat as the 2006 prospects indicate that the country will pull in more visitors.

Statistics released by Uganda Bureau of Statistics show 467 700 visitors arrived during 2005 compared to 512 378 in 2004. "Despite the drop in overall arrivals, the industry is reporting a great year, meaning that the mix of visitors is progressively tending towards leisure. We owe this to good marketing and the travel trade which has improved the quantity and quality of services in the different segments," said James Bahinguza, Tourism Uganda's general manager. Kenya, which contributed 220 000 visitors to inbound traffic during 2004, brought in only 138 346 visitors last year, while arrivals from Tanzania fell by 22% to 50 723.

The Uganda "gifted by nature" campaign launched on CNN last year and the high profile visits from actors and travel journalists are expected to bring in more numbers this year. Tourism officials however say that key source markets like UK and USA posted improved performance with a 26% and 16% growth in tourists arriving from these markets respectively. Tourists from South Africa grew by 9.6% over the previous year to 10 423 arrivals while 4 972 visitors were recorded from Germany. Figures show that more Rwandans visited Uganda rising to 80 522 last year from 66 298 in 2004.

The boost in arrival from key markets has been attributed to the resumption of direct services between Entebbe and Amsterdam, by KLM Royal Dutch Airlines in the last quarter of 2005. Other airlines like Emirates and Kenya Airways which have daily flights to Entebbe, also contributed through expansions in their global route networks. According to Tourism Uganda, PR agencies recruited in 2005 have organized targeted familiarisation trips for journalists from the UK and the US making the country feature in key travel sections of newspapers.

Fig. 3.

Refer to Fig.3, information about Uganda's tourism industry.

- (a) Identify the two markets that contributed most to Uganda's 2005 drop in visitor arrivals. [2]
- (b) Identify three airlines that Uganda Tourism feel will help boost 2006 visitor numbers. [3]
- (c) Explain two pieces of evidence from Fig. 3 that suggest Uganda is only at the 'development' stage of destination evolution.
 [4]
- (d) Uganda hopes to attract visitors with its "gifted by nature" promotional campaign.
 - (i) Suggest three features of Uganda's natural environment that will attract visitors. [3]
 - (ii) Justify **one** way in which the environment can be managed in order to sustain tourism. [4]
- (e) Discuss the reasons why countries such as Uganda actively promote the development of tourism. [9]

[Total: 25]

Question 4



Fig. 4a El Jem



Fig. 4b Hammamet beach

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Refer to Figs. 4a and 4b which show important tourist locations in Tunisia.

- (a) Fig. 4a shows the impressive ruins of the largest colosseum in North Africa, a huge amphitheatre which could hold up to 35 000 spectators, situated in the small Tunisian village of EI Jem. This is now a UNESCO World Heritage Site.
 - (i) Outline **two** aspects of the location's cultural appeal. [4]
 - (ii) Explain three ways in which you would expect site visits here to be managed. [6]
- (b) With reference to Fig. 4b, analyse two negative impacts that may be caused by further tourism development in the area shown.
- (c) With reference to examples with which you are familiar, discuss the ways in which tourism's positive impacts can be maximised through the principles of successful destination management.

[9]

[Total: 25]

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Copyright Acknowledgements:

 Question 1:
 www.nyevisit.com

 Question 3:
 Fig.3 www.Travelindustry.review

 Fig 3 www.ugandaTourism.org

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