

Centre Number	Candidate Number	Name
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CAMBRIDGE INTERNATIONAL EXAMINATIONS  
Cambridge Career Award in Travel and Tourism  
Standard Level

**TRAVEL AND TOURISM**

**5251/01**

Core Module

October 2003

Candidates answer on the Question Paper.  
No Additional Materials are required.

**2 hours**

**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 in the spaces provided on the Question Paper.  
You may use a soft pencil for any diagrams, graphs or rough working  
Do not use staples, paper clips, highlighters, glue or correction fluid.

Answer **all** questions.

At the end of the examination, fasten all your work securely together.

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

If you have been given a label, look at the details. If any details are incorrect or missing, please fill in your correct details in the space given at the top of this page.

Stick your personal label here, if provided.

**For Examiner's Use**

To use as needed

This document consists of **13** printed pages and **3** blank pages.



Question 1

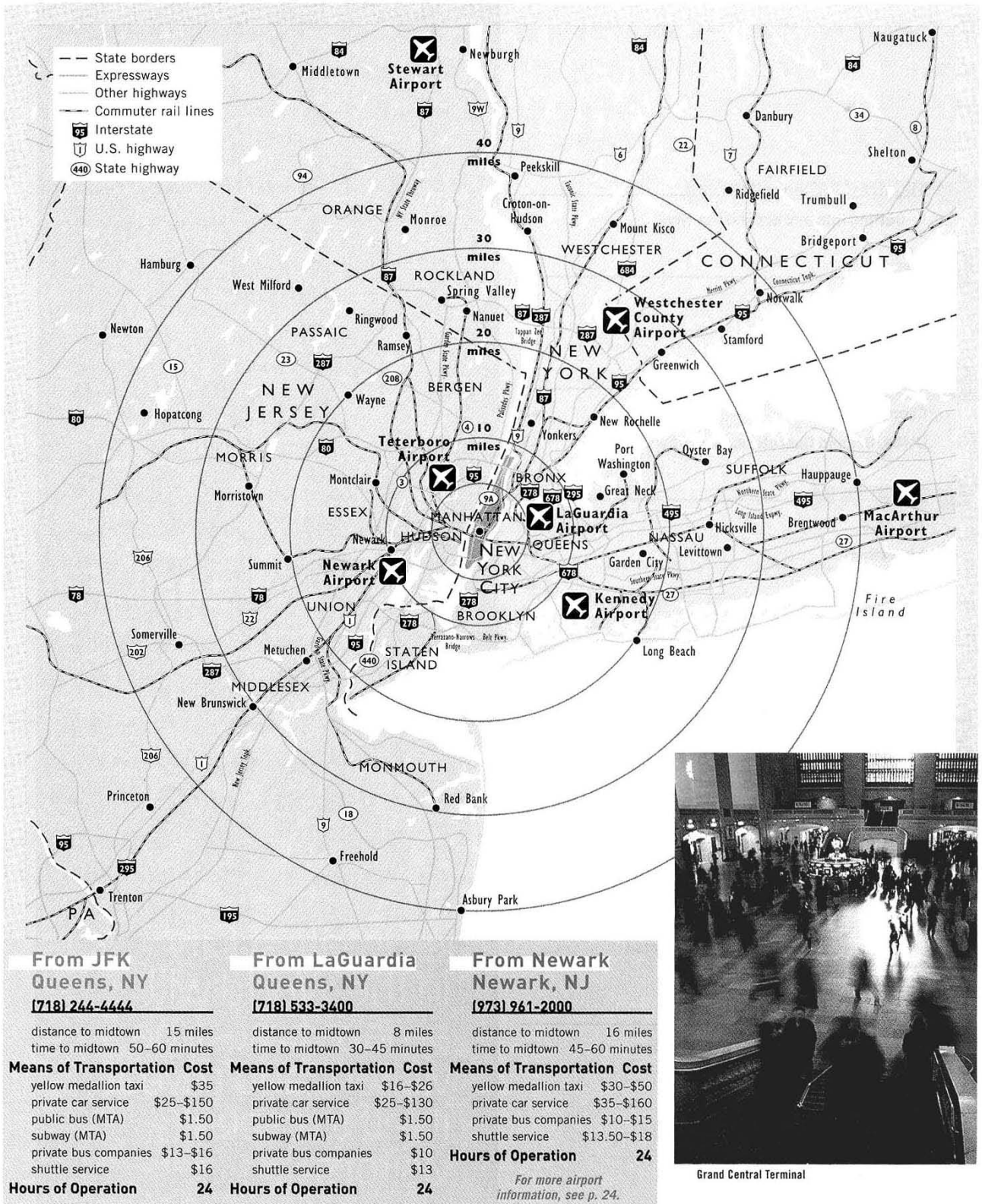


Fig.1

(a) The Greater New York area is served by several airports.

(i) Identify the **three** major **international** airports shown on Fig. 1.

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..... [3]

(ii) Explain how international arrivals can transfer from their airport to Manhattan.

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..... [4]

(b) Give reasons why the city of New York attracts large numbers of overseas business **and** leisure visitors.

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..... [4]

(c) Describe the main services provided for passengers in departure areas **within** major international airports.

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..... [4]

(d) New York is a major seaport with many ferry and cruise ships. Identify **four** differences between ferry and cruise ship operations.

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(e) Evaluate the variety of products and services which travel agents offer to customers.

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[6]



Question 2

# Beaches

## The World's Best Family All-Inclusives.



Families can enjoy their best holiday ever at Beaches. Every family resort offers luxurious beachfront rooms and suites and there's always plenty to do. Children keep busy all day long making friends at the Video Games Centres, Kids Kamp and the waterpark†, watched over by our Ultra Nannies. Adults can unwind beside warm waters or go scuba diving, just one of the many land and water sports included. With up to 9 world-class restaurants per resort, families can meet up, enjoy fine cuisine and share all the fun of their day. So book Beaches, the Caribbean's number one for family fun.



**BEACHES RESORTS VOTED WORLD'S BEST FAMILY ALL-INCLUSIVES 4 YEARS IN A ROW BY TRAVEL AGENTS WORLD-WIDE**



For more information call 0800 742 742  
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**JAMAICA • TURKS & CAICOS • CUBA®**

†Available in Turks & Caicos \*Children over 16 years

Fig. 2

(a) Describe the main features of an 'all-inclusive' holiday package.

.....

.....

.....

..... [4]

(b) 'Beaches' is attempting to attract families to its resorts.

(i) Explain the personal skills that 'Ultra Nannies' at 'Beaches' should possess in order to provide appropriate customer service.

.....  
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..... [4]

(ii) Describe **four** different job roles within a resort like 'Beaches' which involve contact with guests.

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..... [4]

(c) 'Beaches' promote their resorts in order to attract clients.

(i) Identify **three** ways in which 'Beaches' can promote its resorts directly to potential customers.

.....  
..... [3]

(ii) Explain **two** ways in which 'Beaches' can promote bookings through travel agencies.

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..... [4]

(d) Discuss the economic impacts created by large resort developments such as 'Beaches'.

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[6]



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## Question 3

國泰航空  
國際匯演賀新禧  
Cathay Pacific  
International  
Chinese New Year  
Parade

2002年2月12日  
12 Feb 2002

2002年農曆新年的年初一舉行「國泰航空國際匯演賀新禧」，有來自世界各地、充滿繽紛色彩的花車，以及顯示不同地區文化和風情的巡遊隊伍，組合成多姿多采的大型表演，慶賀馬年繁榮豐盛。



On the first day of the Lunar New Year in 2002, a world-class **Cathay Pacific International Chinese New Year Parade** will be held featuring colourful floats and performing groups from around the world, representing many different cultures. This large-scale parade will celebrate the arrival of the Year of the Horse.



新世紀勁買  
Mega Hong Kong Sale

2002年暑假期間，全港將會捲起購物熱潮，首次舉行的「新世紀勁買」，將會吸引全港多間商場和店舖參與，推出各項優惠和獎賞，令人喜出望外。

A territory-wide shopping promotion during the summer of 2002, the **Mega Hong Kong Sale** will incorporate the involvement of a broad cross-section of retailers, as well as providing a wide range of special offers and prizes.

動感熱舞嘉年華  
City of Life

2003年初的「動感熱舞嘉年華」會在香港熱鬧的街頭舉行舞會及表演活動，包括中、西樂隊演奏、國際美食攤位，和各式街頭表演等等，日夜玩個不停，為動感之都：就是香港！掀起另一個高潮。

The **City of Life Street Carnival**, which will turn streets and open spaces into venues for a variety of performances and dances, will be held in early 2003.

主辦機構  
Organisers



Fig. 3

(a) Identify **three** major Hong Kong visitor attractions mentioned in Fig. 3.

.....  
.....  
..... [3]

(b) Cultural attractions are found in many international tourist destinations. Name an example of **each** of the following types, stating both the name of the attraction and its visitor appeal.

(i) an important **musical** event

.....  
..... [2]

(ii) an important **religious** festival

.....  
..... [2]

(iii) an important **museum/gallery** display

.....  
..... [2]

(iv) an important **historic** attraction

.....  
..... [2]

(c) Explain how the Hong Kong Tourist Board might increase overseas visitor awareness of cultural attractions within the city.

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..... [4]

(d) Describe **two** ways in which the use of a tour guide can help minimise visitor impact at cultural attraction sites.

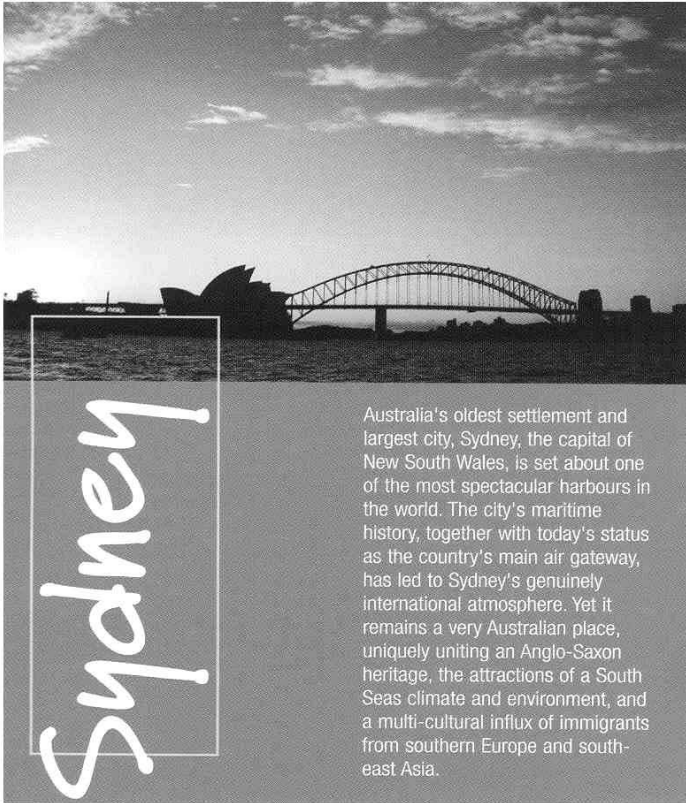
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(e) Discuss the essential features of an effective sightseeing tour.

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Question 4



# Essentials

inbrief

**Airport:**

The airport is 6 miles (9 km) south of the centre of Sydney. There is a traveller's information service in the arrivals hall open from 5.30a.m to 11p.m.

**Transfers:**

Taxis are available with metered fares. The fare to the centre of Sydney is about 18-20 Australian dollars (US \$11-13). Travel time ranges from 15 to 30 minutes. The bright green and gold State Transit Airport Express Bus

leaves the airport for Central Sydney every 20 minutes during the day and every 30 minutes in the evening until 10.55p.m. Emirates also offers its own complimentary chauffeur-drive car service, for full fare Business or First class passengers.

**Visas:**

Citizens of many countries including G.C.C passport holders require a visa. Emirates or travel agents will provide detailed information regarding current visa requirements.

2

**Customs:**

Every traveller over 18 years of age may bring into Australia 1125 ml of alcoholic liquor and 250 cigarettes or 250 grams of tobacco products duty/tax free. Duty/tax free-allowances of \$A400 per person above 18 and \$A200 per person under 18 are granted for other goods intended as gifts. In additions to these concessions, tourists visiting for a limited period may bring most articles into the country duty/tax free, provided Customs is satisfied that they are for their personal use and that they will be taken out of Australia on departure. There are strict laws prohibiting the entry of drugs, steroids, weapons, firearms, protected wildlife and associated products. All animals, animal products, foodstuffs, plants and plant products are subject to quarantine control, and must be declared on arrival.

**Currency:**

Australian currency is decimal, with the dollar as the basic unit (100c = 1 dollar). Notes come in \$100, \$50, \$20, \$10, and \$5 denominations . Coins come in 5c, 10c, 20c, \$1 and \$2 denominations.

**Clothing:**

Lightweight clothing (natural fibres) is suitable all year round. Summers (December- February) are warm to hot and lightweight clothes are suitable for daytime, but keep a jacket or sweater handy as nights may be cool. For winter (June-August), sweaters, a jacket or a light coat is advisable. Australians are informal dressers, but for special occasions, such as business meetings, theatres and dining at good restaurants, men may need a jacket and tie or suit, and women a more formal dress. Most of the time, just keep clothing light and comfortable. Bring a sunhat, sunglasses and suntan lotion if you expect hot weather.

**Accommodation:**

There are numerous five-star hotels in the city, offering well-appointed rooms and suites and a selection of additional facilities. The budget traveller will find many smaller, comfortable two or three star properties.

Climate	J	F	M	A	M	J	J	A	S	O	N	D
MAX °C	26	26	24	22	19	16	16	17	19	22	23	25
MIN °C	18	18	17	14	11	9	8	9	11	13	16	17
HRS	7.2	6.8	6.3	6.1	5.9	5.3	6.1	6.9	7.1	7.4	7.7	7.5
MM	104	125	129	101	115	141	94	83	72	80	77	86



3

Fig. 4

5251/1 October 2003

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Question 4

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**(a)** Sydney is in the southern hemisphere. Refer to Fig.4.

**(i)** Identify Sydney's sunniest month.

..... [1]

**(ii)** Identify Sydney's wettest month.

..... [1]

**(iii)** Identify Sydney's winter season.

..... [1]

**(iv)** Suggest a summer climatic hazard in the Sydney area.

..... [1]

**(v)** Will local time in Sydney be in advance or behind GMT?

..... [1]

**(b)** Sydney is one of Australia's main air gateways.

**(i)** What does the term 'gateway' mean?

..... [2]  
.....

**(ii)** Identify the disadvantages for a country which has only one main gateway.

..... [3]  
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**Please turn over for the remainder of the questions.**

(c) Sydney attracts many visitor types.

(i) What is a 'budget traveller'?

..... [1]

(ii) Name **two** types of accommodation frequently used by budget travellers.

.....  
..... [2]

(iii) Name **two** types of transport product frequently used by budget travellers.

.....  
..... [2]

(d) With reference to Fig. 4, what advice should travel agents provide to customers travelling to Australia about customs procedures? Justify your comments.

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..... [4]

(e) Cities like Sydney have developed their natural landscape features for tourism purposes. With reference to Sydney, or a city with which you are familiar, explain how visitors might make use of the natural features.

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