

Centre Number	Candidate Number	Name
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UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
Cambridge International Diploma in Travel and Tourism
Standard Level

TRAVEL AND TOURISM

5251/01

Core Module

May 2004

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, music 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



8/1102

Viking River Cruises The World's Leading River Cruise Line®

WTM London, November 11-14, 2002
Stand EM 3619 "Germany stand" (European and Mediterranean)

Viking River Cruises Becomes Company Name

Effective immediately, Viking River Cruises will absorb KD River Cruises into its corporate structure, making Viking River Cruises the global brand. Concurrently, the company name, "Viking-KD" will be replaced by Viking River Cruises.

New Global Marketing Strategies Highlight 2003 Season

Viking River Cruises has launched a global marketing strategy that will better serve the passengers and travel agents alike. The Los Angeles-based office is responsible for sales and marketing efforts aimed at North America and other English-speaking markets while the Cologne-based office will service all European and other worldwide markets.

Unified Global Brand Image

As evidenced by the 2003 brochures, Viking River Cruises has introduced a more unified brand image that will be used in all sales and marketing materials worldwide. The first brochures to display this "new look" are the U.S. and German versions, which will be followed shortly by brochures for Italy, France and other countries.

All-New Itineraries

For the 2003 season, Viking River Cruises will introduce a number of all-new itineraries.

Those being offered to the U.S. and English-speaking markets include: *Eastern European Odyssey*, a 17-night adventure along the lower Danube River roundtrip from Vienna to the Black Sea; *A Rhine Getaway*, a 5-night cruise from Basel to Amsterdam (or reverse); *Rhine & Moselle Explorations*, a 12-night program from Amsterdam to Basel (or reverse), stopping at select ports in the Netherlands, Germany, France and Switzerland; and *France's Finest*, the combination of the 7-night Seine cruise and 7-night Rhône cruise offering passengers the best of France.

New itineraries for the global markets include the *Rhine & Moselle Symphony*, a 7-night cruise roundtrip from Strasbourg to Cochem; *Blue Danube-Black Sea*, a 17-night cruise along the lower Danube roundtrip from Passau to the Black Sea; and *The Tulips Trip*, a 7-night roundtrip from Amsterdam, through Holland and Belgium during the scenic blooming season.

Viking Primadonna Added to Fleet

Beginning in 2003, the 148-passenger *Viking Primadonna* will host cruises on two of the global itineraries, the 7-night Passau-Budapest-Passau and the 17-night Passau-Black Sea-Passau. The first-ever river cruise ship to be built in catamaran style, *Viking Primadonna* joins the Viking River Cruises fleet on a long-term charter with Conti Flussschiffahrts GmbH & Co. KG MS "PRIMADONNA."

Contact:

www.vikingrivercruises.com

<p>Europe / other markets:</p> <p>Viking River Cruises Hohe Str. 68-82 D-50667 Köln Fon: +49 (0) 2 21/25 86-0 Fax: +49 (0) 2 21/25 86-3 02</p> <p>Martina Dube-Spottke Marketing Director martina.dubespottke@vikingrc.com</p>	<p>USA / America:</p> <p>Viking River Cruises 21820 Burbank Boulevard Woodland Hills, CA 91367 Fon: +1 (818) 2 27-12 34 Fax: +1 (818) 2 27-1237</p> <p>Julie Rosoff Director Public Relations julie@vikingrivers.com</p>
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Fig.1

Refer to Fig.1, an information sheet about Viking River Cruises.

(a) Identify **five** rivers used for cruises.

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..... [5]

(b) Suggest reasons why Viking River Cruises has offices in both Europe and the USA.

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..... [4]

(c) Describe **three** ways in which Viking River Cruises is promoting its products to the travel trade.

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..... [6]

(d) Explain **two** features of the services provided on board river cruises that attract cruise passengers.

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..... [2+2]

(e) Discuss the reasons why some international cruises now often visit **remote** ports of call.

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Question 2

Universal Mediterranea at Port Aventura, Spain

**ONLY 1 HOUR
FROM BARCELONA**

For more information:
0800-96 65 40
www.portaventura.com

UNIVERSAL Mediterranea

Port Aventura

UNIVERSAL Mediterranea

Barcelona Airport

Reus

Girona

Perpignan

ANDORRA

BARCELONA

TARRAGONA

Ulcida

Reus

A-2

A-7

N-340

Salles

Cambó

Berlin

Amsterdam

London

Paris

Brussels

Zurich

Frankfurt

Prague

Rome

Madrid

Lisbon

✈️ Plane: Reus Airport is 10 minutes by car.
 Barcelona Airport is 1 hour's drive, Girona Airport is two hours' drive.
 🚆 Train: We have our own station with regular daily connections from Barcelona.
 For more information consult RENEVE schedules.
 🚗 Car: You can get to Universal Mediterranea on the A-7 freeway (La Jonquera-Valencia). Exit 25 goes straight to Universal Mediterranea.
 You can also get to Universal Mediterranea on the National Highway N-340 (Barcelona-Valencia).
 🚌 Bus: There are scheduled bus services from all major European capitals and Barcelona Airport.

Fig. 2

Refer to Fig. 2, an information sheet about the Universal Mediterranea development at Port Aventura in Spain.

(a) Identify the following journey times to the development:

(i) by rail from Prague

..... [1]

(ii) by road from Rome

..... [1]

(iii) by air from Amsterdam

..... [1]

(b) Name **three** airports directly serving the Port Aventura resort.

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..... [3]

(c) Explain **two** reasons, other than transport, why the Port Aventura resort was developed in this part of Spain.

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..... [2+2]

(d) Suggest **five** features of the theme park at Port Aventura that are likely to be included on their website.

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..... [5]

(e) Explain **two** reasons why theme park tickets can be purchased in advance.

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..... [2+2]

(f) Discuss the **negative** impacts that can result from the development of large attractions such as Universal Mediterranea at Port Aventura.

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Question 3

Singapore

The New Celebrity Hotspot

Geri Halliwell and Nick Faldo
During her stay at The Fitz-Carson Millennia, Geri met up with fellow golfer Nick Faldo who treated her to some top golf tips at The Laguna National Golf and Country Club.

Martine McCutcheon
Martine recently stayed in The Fullerton, Singapore's newest and most stylish hotel. Its rich heritage, neo-classical architecture and strategic location make it an inspiration to all.

Tom Cruise and Penelope Cruz
The couple stayed at the Four Seasons hotel for the premier of Vanilla Sky, and the hotel is also favourite of Julia Law and Donatella Versace.

Fatboy Slim
Along with John Digweed and Sasha, Norman Cook regularly plays at Zouk - Singapore's premier dance club.

Nicole Kidman
Nicole regularly stays at the Gallery hotel - Singapore's first riverside designer "lux" hotel. The hotel aims to live up to its name - inside and out - as the entire building serves as a showcase gallery.

Mariah Carey
Mariah fulfilled her childhood dream by swimming with three pink dolphins at Underwater World. It has more than 2,000 marine animals from 230 species.

Robbe Williams
Robbie stayed at the Beaufort Singapore on Sentosa Island and burst into an impromptu song at the hotel bar after his concert.

Roman and Yvonne Keating
The couple dined at Equinox, a restaurant located at the highest vantage point in Singapore with spectacular views of neighbouring countries of Malaysia and Indonesia.

Westlife
Westlife were amongst some of the high profile stars who performed at the MTV Asia awards hosted by Roman Keating and Mandy Moore at the Singapore Indoor Stadium.

Changi Airport

East Coast Seafood Centre

Raffles Hotel

Singapore River Quays

Cable Car

Sentosa

Jurong Birdpark

Singapore Turf Club

Night Safari

Singapore Zoological Gardens

Botanical Gardens

Orchard Road

Little India

Fig. 3

Refer to Fig. 3, a promotional leaflet about Singapore.

(a) Identify **three** named wildlife attractions.

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..... [3]

(b) Identify **three** named leisure attractions.

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..... [3]

(c) Explain **two** ways in which Singapore’s hotels are attractive to celebrity guests.

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..... [2+2]

(d) Visitors to Singapore are able to take a ‘Night Safari’. Explain the following:

(i) **two** ways in which guests staying at luxury hotels could book this tour

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..... [2]

(ii) what is normally included in such a tour

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..... [3]

(iii) the personal skills that tour guides should possess.

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(e) Explain the variety of products and services that are usually available at large international airports such as Singapore's Changi airport.

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Question 4

The Hashemite Kingdom of Jordan

Holy Sites

Jordan is part of the Holy Land that gave birth to three of the world's great monotheistic religions. Sites of significance to believers worldwide are preserved here. Many tombs of Prophets and Sahabas (Companions) of Islam are in Jordan as well as shrines and historical sites that have great meaning to all Muslims: Prophet Muhammad's early awareness of his calling through the encounter with the Monk Bahya are traditionally associated with a tree in As-Safawi (4G) and also with Umm ar-Rasas (6E) (known in Islam as Mayfa'a); Al-Yarmuk (2D), Mu'ta (7D) and Al-Mazar (3D, 7D) are important sites of Islam; and near 'Amman is Kahf al-Raqim, the Cave of the Sleepers.

Madaba (5D), an archaeological park and the ancient city of mosaics - it has the oldest preserved ancient mosaic map of the holy lands. To the west is Mount Nebo (5D), traditionally believed to be the burial place of Prophet Moses. Further south along the Dead Sea is the Sanctuary of Lot (7D), the cave to which Lot and his daughters escaped when fleeing the destruction of Sodom. Also, of old and new Testament significance is Umm ar-Rasas.

East of the Jordan River, across from the ancient town of Jericho, is Wadi Kharrar (5D), it was to this region that Jesus withdrew when the crowds in Jerusalem threatened him. In the south region of Wadi Kharrar is the biblical 'Bethany beyond the Jordan, known by its Arabic name al-Maghtas (5D), it is believed to be the place where John baptized Jesus. Nearby are the ruins of Bethabara, a Byzantine church commemorating John the Baptist. Overlooking the Dead Sea is Mukawir (Machaerus) (6D), where Herod imprisoned and finally beheaded John the Baptist. Other important Christian sites include Pella (3D), the destination of early Christians fleeing the Roman persecution in Jerusalem; Feinan (8C), an ancient copper mine where the Romans forced early Christians to work and the miracle of wine in the cathedral of Jarash (4D).



The ancient tree near as-Safawi (4G)



Al-Yarmuk (2D)



The River Jordan



Umm ar-Rasas (Mayfa'a) (6E)

Fig. 4

Refer to Fig. 4, an extract from a Jordan visitor leaflet.

(a) Jordan has many historic sites of religious significance. Identify the main appeal of each of the following places to visitors with religious beliefs.

(i) Mount Nebo

..... [1]

(ii) Sanctuary of Lot

..... [1]

(iii) Al Maghtas

..... [1]

(iv) Mukawir

..... [1]

(b) Religious sites often contain places for prayer or religious services.

(i) Describe **three** ways in which tourists may disturb religious activities.

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..... [6]

(ii) Explain **two** ways in which historic religious sites can manage their visitor arrivals.

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..... [3+3]

(c) Identify **three** international religious sites other than those in Jordan.

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(d) Explain how tour operators put together packages that allow clients to visit more than one destination.

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5251 May 2004

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