

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 2005

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

Singapore

Raffles Hotel



Accommodation

“... enter the world of Kipling and Maugham for the unique experience that is Raffles Hotel ...”




If ever a name could conjure pure magic, romance and style, then it is surely Raffles Hotel. Steeped in legend and with a colonial majesty all of its own, the sheer splendour and unique atmosphere of the hotel have to be experienced to be believed. One of the world's truly great hotels, Raffles openly embraces the traditions of grand and opulent living, whilst offering all the comfort and convenience of modern facilities. From suites named after visiting celebrities like Chaplin and Ava Gardner, to the famous Long Bar where the Singapore Sling was born, every detail is of refined elegance and a quiet confidence, backed, of course, by the hotel's legendary hospitality and service.

Added value:
 Honeymooners will receive a welcome refreshment, daily fruits and flowers.
 24 hour service of a personal butler for all guests.

Prices Per Person - Courtyard Suite		
Prices from	Three nights	Extra nights from
1 Jan - 31 Mar	£606	£190
1 Apr - 31 Dec	£587	£184
<i>Includes Breakfast</i>		<i>Flights NOT Included</i>

Supplement Per Person Per Night From	
Palm Court	£28

Prices are based on two persons sharing, meet and greet at Singapore Airport and private transfers to and from Singapore Airport

Facilities

It was Kipling who said, “...when in Singapore feed at Raffles...” and the same is true today. There are 19 superb restaurants and bars, boasting many awards. The Raffles Arcade includes over 55 speciality shops, whilst the hotel's Amrita Spa offers state-of-the-art treatment rooms, a 24-hour gym, saunas, jacuzzis and steamrooms. The beautiful 24-hour swimming pool also includes hot and cold plunge pools.

Location

The hotel is a landmark in itself and is centrally located on Beach Road, close to Suntec City and the main shopping areas.

Fig. 1

Refer to Fig. 1.

(a) Fig. 1 is an extract from the Emirates Tours UK brochure.

(i) State the basic cost of a three-night stay at Raffles during August.

..... [1]

(ii) Identify **two** additional services provided free of charge just for honeymooners.

..... [2]
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(iii) Suggest the types of shop that you would expect to find in the Raffles Arcade.

..... [4]
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(b) Explain **two** ways in which a stay at Raffles Hotel will be a 'unique experience'.

..... [4]
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(c) Describe the personal skills and qualities that a 'personal butler' will be expected to possess.

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Question 2

Maldives

Weatherwatch	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Average Max Temp (C)	30	30	31	31	31	30	30	30	30	29	30	30
Average Rainfall (inches)	6	2	2	13	7	10	7	6	10	5	6	3

This is a guide only.



This is an exhilarating opportunity to get close to an array of marine life including: tropical fish, beautiful coral, turtles, moray eels, stingrays, manta rays, sharks, dolphins and whales. Other watersports available include snorkelling (which is almost as good as the diving), sailing, windsurfing and water skiing. When you've had your fill of the ocean, stretch out in a hammock with a cool drink and watch as the sun sinks beneath the horizon, or walk barefoot along the beach and allow yourself to forget completely about the strains of the frantic modern world back home.

In this ultimate tropical hideaway, you will find the most beautiful scenery. Explore your very own 'island' where you may discover banana trees, flowering breadfruit trees, mangroves and coconut palms overhanging crystal clear lagoons. For those who dream of indulging in true 'Robinson Crusoe' fantasies, these tiny coral islands are as close as you will get. Perfect for romantics and for visitors who seek complete tranquility, many of the 1,000 tiny atolls are wonderfully isolated and totally deserted, reachable only by boat.

Just take your pick!

A paradise for gourmets too, succulent, fresh seafood is in abundance here and the tropical cocktails and fresh home-grown exotic specialities are second-to-none. International cuisine is featured in most of the hotels and buffets are a popular and relaxed way to dine.

Fig. 2

Refer to Fig. 2, an extract from a brochure featuring the Maldives, a group of islands in the Indian Ocean.

(a) Using only evidence from Fig. 2:

(i) Identify **three** natural landscape attractions for visitors.

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..... [3]

(ii) State **three** leisure activities for visitors.

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..... [3]

(b) Explain **three** reasons why the Maldives promotes visits by leisure tourists.

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..... [6]

(c) Describe **two** methods likely to be used by the Maldives' Tourist Board to maintain visitor numbers.

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..... [4]

(d) Visitors to countries such as the Maldives can create a 'Demonstration Effect'. Explain the meaning of this term.


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(e) With reference to examples with which you are familiar, discuss the negative environmental impacts that may be caused by tourism development in coastal areas.


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Question 3



CATHAY PACIFIC



Triple-daily service to Hong Kong
Daily flights to Thailand via Hong Kong

Unbeatable attention and personal service from the airline at the heart and soul of Asia

First
Supplements available on request
Enjoy a 6'6" flatbed, a la carte dining, lounge access and limousine transfer in London.

New Business Class
Supplements from £1299
Enjoy a 6'3" flatbed, mood lighting, and limousine transfer in London, full silver service menu.

Economy Class
Adjustable seats, 20 channels of movies, extensive menu options.

Fig. 3

Refer to Fig. 3, an advertisement for Cathay Pacific.

- (a) Using only evidence from Fig. 3, identify **three** ways in which Cathay Pacific's First Class passengers enjoy advantages over those in New Business Class.

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..... [3]

- (b) Describe the procedures travel agents are likely to use when arranging travel for a client on a Cathay Pacific flight.

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- (c) Explain **three** reasons why Cathay Pacific operates a 'triple-daily service' from London to Hong Kong.

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(d) Explain **three** types of passenger security check carried out at major international airports.

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(e) Discuss the ancillary services that are usually provided for incoming passengers at major international airports.

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Question 4

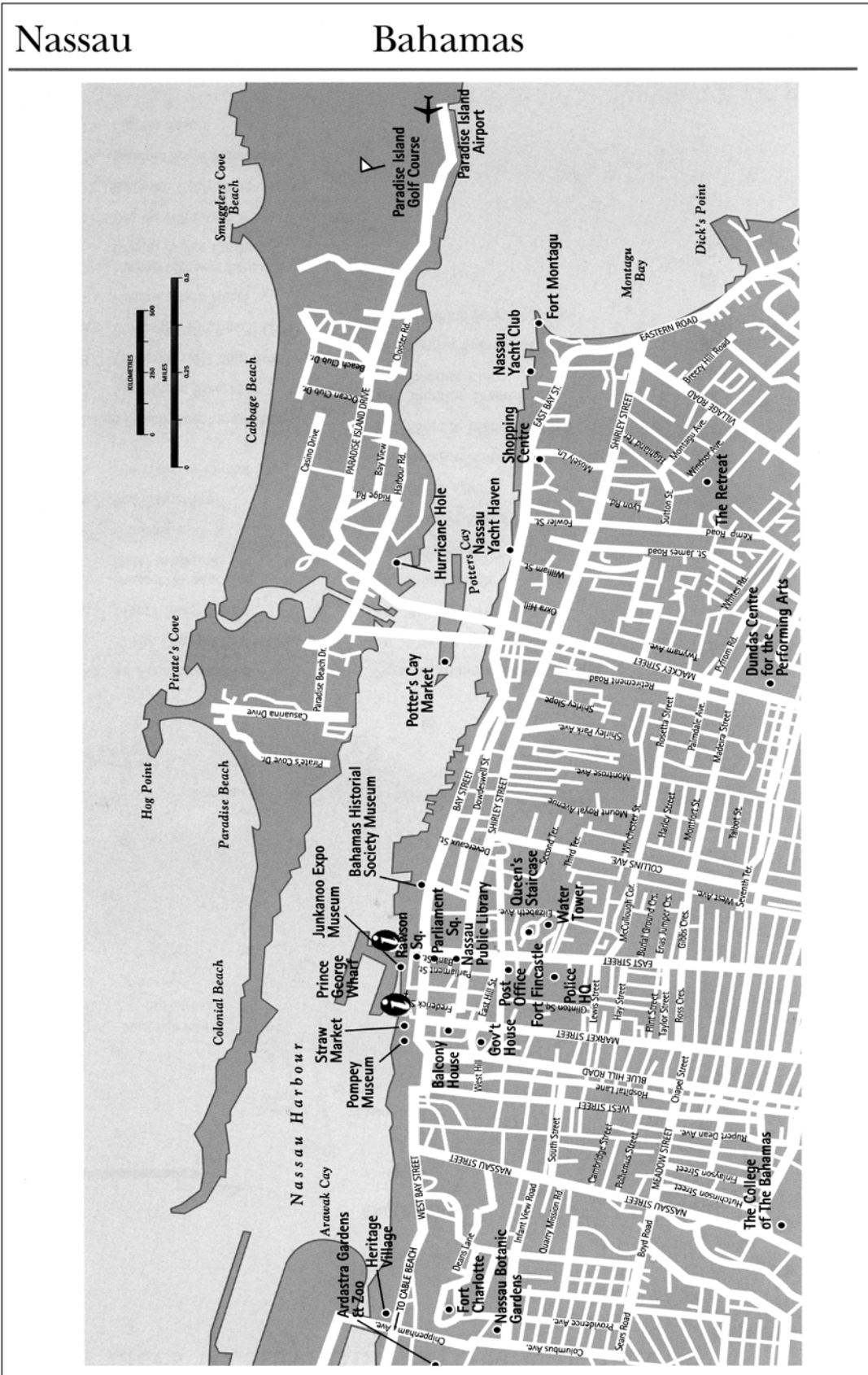


Fig. 4

Refer to Fig. 4, an extract from a Bahamas Tourist Board publication.

(a) Identify **four** built attractions to be found along Nassau's shoreline.

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..... [4]

(b) Many U.S. cruise ships call at Nassau.

(i) State the U.S. port that these ships are most likely to have sailed from.

..... [1]

(ii) Name the cruise circuit that these ships usually operate on.

..... [1]

(iii) Explain **two** reasons why December and January are popular times for cruises on this circuit.

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..... [4]

(c) With reference to Fig. 4, describe the location of Nassau's tourist information centres.

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..... [3]

