

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

5253/01

Travel Organisation

May 2006

2 hours and 30 minutes

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

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.
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.

For Examiner's Use	
1	
2	
3	
4	
Total	

This document consists of **15** printed pages and **5** blank pages.



- 1 A family from Australia are planning to travel to Thailand and are hoping to visit some of the islands, such as Phuket, as identified on the map Fig. 1. The family consists of Shane Warren and his wife Sheila with their two sons, Matthew, who is 12, and Brian, who is 9.

The family will be travelling from Australia on May 14 with Global Tourism and will be leaving Thailand on June 5. They hope to stay for three nights at the Golden Palace Hotel in Lop Buri. The family live in Perth and their address is 17, Juniper Avenue, Rockport, Perth. PPE 126.

Their telephone number is (+61) 08 9427 1532. The family wish to take out insurance with Global Tourism at €35 per person.

Mr Warren pays for the booking with his credit card. The credit card is a Mastercard, number 5649 9203 1221 5672 and expires at the end of June 2007.

- (a) Complete the booking form for the family in Fig. 2.

[13]

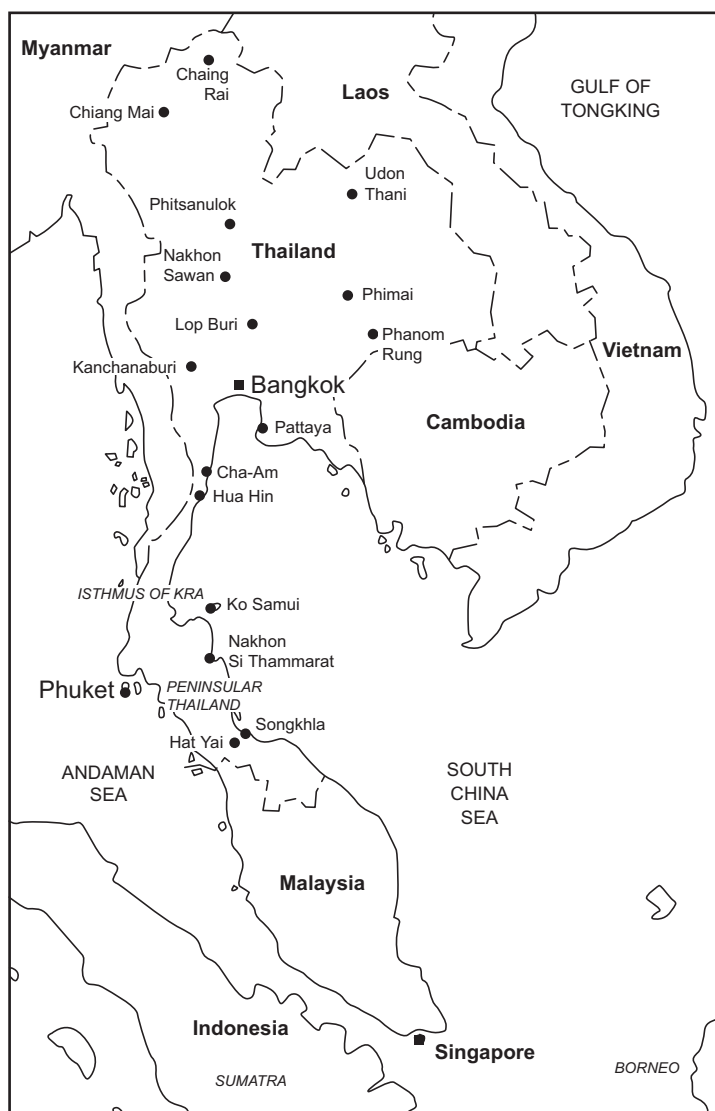


Fig. 1

GLOBAL TOURISM BOOKING FORM

Please complete fully and return with remittance to Global Tourism, (Germany), 3651 Mildtenplatz, Bonn, Germany.

NAME AND ADDRESS FOR CORRESPONDENCE

Mr/Mrs/Miss/MsInitial Surname

Address.....

..... Zip code

Home Tel No..... Daytime Tel No.....

ALL OTHER PASSENGER NAMES AND DETAILS

Title	Initial	Surname	Insurance Delete as req'd	Age if under 18 or over 65 yrs			
			YES/NO				
			YES/NO				
			YES/NO				
RESORT	HOTEL NAME	Date	No of nights	No of rooms			Accommodation Category
				Single	Twin	Dble	

SPECIAL REQUESTS/OTHER REQUIREMENTS

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DEPOSIT AND HOLIDAY INSURANCE PAYMENT

A deposit is payable at the time of booking (€100 per person) or the full amount if within 8 weeks of departure.

Deposit Passengers @ € =

Insurance..... Passengers @ € =

Full Payment Passengers @ € =

Total amount included =

DECLARATION

Please reserve the holiday shown for the person/s listed above. I enclose a deposit of €100 per person or full payment (where travel is within 8 weeks). I also enclose the relevant insurance premium for each person travelling unless I have deleted the word "Yes" from insurance panel on the booking form. I have read and understood, and I accept the Conditions of Booking and Insurance. I also accept that all persons listed are themselves responsible for seeing that immigration and health requirements are fulfilled.

Signed Date.....

METHOD OF PAYMENT

You may pay by cash, cheque (payable to Global Tourism), credit or debit card. If you wish to pay by credit or debit card, complete the rest of this section.

I wish to pay by (circle card to be used): Mastercard Visa Delta Switch

Cardholder (IN CAPITALS).....

Card Number Expiry Date

Signature of Card Holder..... Date

Fig. 2

The family will be travelling around Thailand, using a ferry for the journey to the islands.

(b) Identify **four** features of ferry services.

Feature 1

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Feature 2

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Feature 3

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Feature 4

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(c) During their visit to Thailand, the family could use a variety of accommodation types. Explain the following terms used within the accommodation sector.

(i) Full-board

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(ii) Half-board

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(iii) Self-catering

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(iv) Room-only

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(d) Choose **two** types of accommodation listed in (c). Explain why each type would be suitable for the family-touring holiday in Thailand. Give **two** reasons to support each choice.

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- 2 Study the advertisement below in Fig. 3 for a long-haul travel consultant to work for Travel World, a company based in the UK.

Travel World

Travel World specialises in tailor-made round-the-world trips.

We are looking for someone with:

Experience as a long-haul travel consultant. We use Galileo and training would be provided for the right candidate.

Considerable personal travel experience in Asia and Australia/New Zealand. Additional travel experience in South America would be an advantage.

Excellent long-haul scheduled flight product knowledge.

In return we offer a starting salary of up to £17 000.

Closing date Friday 16 June 2006

Email CV to travelworld@tw.co.uk

Fig. 3

- (a) What do you understand by the term *long-haul*?

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..... [2]

- (b) The company arranges tailor-made round-the-world holidays. These holidays will involve *open-jaw tickets*, and passengers may use both *charter* and *scheduled airlines*. Explain each of these terms.

Open-jaw tickets

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Charter airlines

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Scheduled airlines

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..... [6]

- (c) The advertisement suggests the person will need to use Galileo, which is a computerised reservation system.

Describe the advantages of using computerised reservation systems.

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- (d) (i) Suggest **two** other forms of electronic information sources which may be used by Travel World.

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- (ii) Explain how **one** electronic information source from (d)(i) might be used.

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(e) The advertisement in Fig. 3 suggests that customers will be visiting Australia, New Zealand plus countries in Asia and South America. Suggest what advice might be offered to a customer from Europe wishing to visit these areas, relating to:

Health precautions

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Passports and visas

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Foreign currency

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3 Study the advertisement below in Fig. 4 about events held in Malaysia.

Sarawak Regatta

The race takes place on the Sarawak River, off Kuching city's award-winning waterfront. Both traditional longboats and modern watercraft create a colourful and exciting weekend.

SARAWAK REGATTA ORGANISING COMMITTEE
 TEL: 082-241 660 • FAX: 082-244 435
 EMAIL: stb@sarawaktourism.com
 WEBSITE: www.sarawaktourism.com

International Festival of Arts Month

Throughout Malaysia

Celebrate with an entire month of art, music, dance and prose. Explore the rich artistic background of modern and traditional Malaysia; as well as enjoying the works of international artists and sculptors, poets, musicians and dancers from Europe, the Americas and Asia.

MINISTRY OF CULTURE, ARTS & TOURISM
 TEL: 03-2693 7111 • FAX: 03-2693 4789
 WEBSITE: www.mocat.gov.my

Malaysian Motorcycle Grand Prix

Sepang International Circuit, Selangor

The Malaysian Motorcycle Grand Prix showcases great sports action and incredible machines on one of the world's fastest and most modern tracks!

SEPANG INTERNATIONAL CIRCUIT SDN BHD
 TEL: 03-8526 2000 • FAX: 03-8526 1000
 EMAIL: asfarizan@malaysiangp.com.my
 WEBSITE: www.malaysiangp.com.my

Fig. 4

(a) Suggest **two** sources of information from the advertisement for someone interested in visiting the Malaysian Motorcycle Grand Prix.

Source 1

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Source 2

..... [2]

(b) Give **two** other sources of information which could be used to research events such as the Malaysian Grand Prix.

Source 1

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Source 2

..... [2]

(c) Recommend **two** types of accommodation for a tourist visiting the Sarawak Regatta. Give **one** reason for each of your choices.

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(d) Discuss advantages and disadvantages for accommodation providers created by large events such as the Sarawak Regatta.

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(e) Identify **three** products or services a tourist information centre might provide for visitors.

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(f) A couple spending three weeks visiting the International Festival of Arts are making their travel arrangements. Discuss the advantages of hiring a car, instead of travelling by train.

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TRAVEL DETAILS		FIRST CHOICE		ALTERNATIVE(S) e.g. if first choice not available			
Destination							
Departure Date							
Duration/Return date							
Departure Point							
Total of Party size		No. of Children Age(s) on return		No. of Infants Age(s) on return		No. of Adults	
Accommodation							
Room Type/M meal basis							
Budget Range				Form of Payment		Booking today	Y/N
SPECIFIC NEEDS OF CUSTOMER	Quiet		Lively	Beach		Kids' Clubs	
	Excursions		Nightlife	Activities		Special Occasion	
TYPE OF HOLIDAY REQUIRED SPECIAL REQUESTS FLIGHT DETAILS							
CONFIRMATION OF ESSENTIAL & IMPORTANT DETAILS							
Nationality of all Party Members			Passport(s) Held		Visa(s) Required		
Vaccinations/Health			Insurance Cover		Holiday Money		
Overnight Hotel			Car Parking		Car hire		
Call back	(Y/N)	Reasons/Notes					
1. Date							
Time	(am/pm)						
2. Date							
Time	(am/pm)	Value: €					
Confirmed <input type="checkbox"/> Provisional <input type="checkbox"/> Enquiry <input type="checkbox"/>							

Fig. 5

Study the Customer Requirements & Travel Details form used by Global Tourism (Fig. 5).

- (a) Suggest why Global Tourism wants to know if the customer has booked with the company before.

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- (b) Give **two** reasons why Global Tourism would want to know the ages of any infants who are travelling.

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- (c) Discuss how information about the specific needs of customers can help Global Tourism to provide a better service.

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(d) Global Tourism offers insurance cover to its customers. Explain why tourists are advised to take out holiday insurance.

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(e) Global Tourism is a tour operator. Explain the differences between a tour operator and a travel agent.

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Copyright Acknowledgements:

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Question 2 Fig. 3 © *Travel Nation*; 10 September 2004.

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