

UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS Cambridge International Diploma in Travel and Tourism Standard Level

CANDIDATE NAME					
CENTRE NUMBER			CANDIDATE NUMBER		

* 7 9 0 0 8 4 2 1 0

TRAVEL AND TOURISM

5250/01 5251/01

Core Module May 2007

2 hours

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.

DO NOT WRITE IN ANY BARCODES.

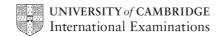
Answer all questions.

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 16 printed pages.





Photograph B



Fig. 1

Refer to Fig. 1. Photographs A and B show part of the new developments taking place near to the new marina complex in Dubai.

(a)	hotel in Photograph A.
	[3]
(b)	Explain two reasons why foreign buyers may be attracted to the new developments shown in Photographs A and B.
	[4]
(c)	Many visitors to Dubai will be travelling as part of a package holiday.
	(i) State four components usually included in the price of a package holiday.
	[4]
	[+]

(ii)	Describe four ancillary services that a travel agency would be likely to offer at the time of booking a package holiday.
	[8]

(d)	Explain the range of services that are provided for passengers with special needs at major international airports.
	[6]
	[o]

[Total : 25]

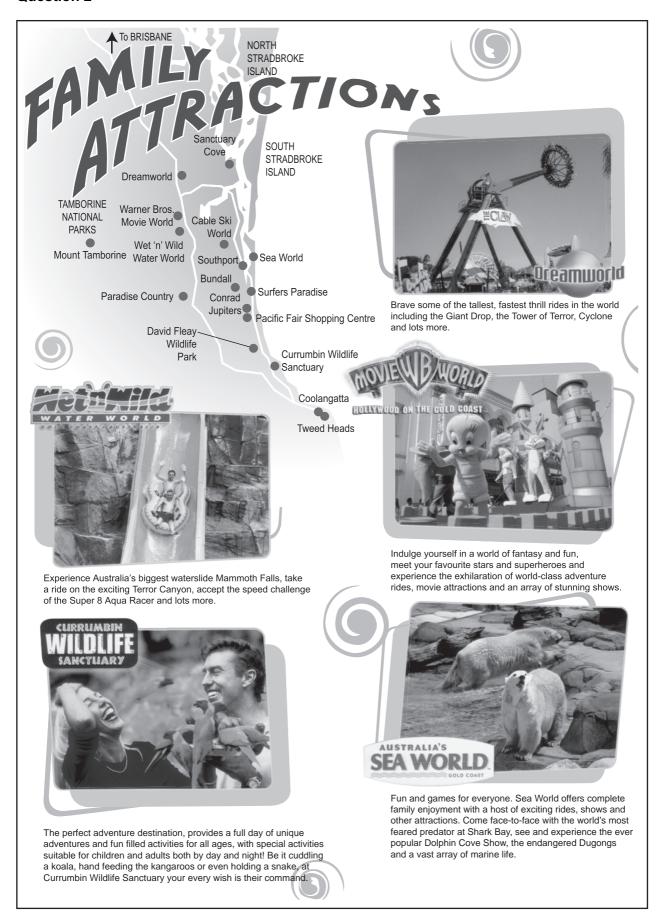


Fig. 2

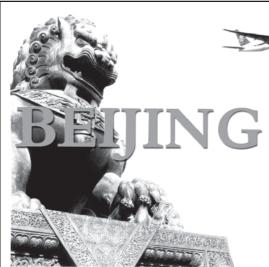
Refer to Fig. 2, part of a promotional leaflet for holidays to Australia's Gold Coast.

(a)	Usi	ng only evidence from Fig. 2
	(i)	identify three thrill rides at Dreamworld
		[3]
	(ii)	identify three activities for visitors at Currumbin Wildlife Sanctuary.
		[3]
(b)	Exp	plain three advantages for tourists of hiring a car when visiting this part of Australia.
		[6]

(c)	The	area around Mount Tamborine contains several National Parks.
	(i)	Briefly describe the purpose of National Parks.
		[3]
	(ii)	Explain two environmental problems caused by visitors to National Parks.
		INI

(d)	Evaluate the different ways in which a new tourist facility in an Australian National Park might promote itself to potential customers.
	[6]

[Total : 25]





NO-ONE OFFERS YOU MORE...

Air Ticket with Free Tour Packages

As the first Chinese professional travel agency to arrange mystical trips to China for guests from the Middle East, Tourism Development Company Ltd. of the China Southern Airlines Group will, via excellent itineraries and high-quality service, accompany you to experience the "Oriental Glamour". In the homeland for dragons, your tour will be perfectly customised by us.

We offer you real VIP treatment and complete personalised service. During your stay in China, the VIP service includes new ideas, attractive benefits and loads of tours and hotel options.

Dubai / Beijing / Dubai \$601/pax (Economy Class)

All fare holders can stay FREE at our hotels and also receive FREE city tour. There are 2 options for the free package of your choice as below.

OPTION 1

- 1 night 3* hotel accommodation with breakfast
- 1 day Beijing City Tour with 2 meals and English tour guide
- Transfer APT/HTL/APT

N.B.: You can choose any one of the itineraries for your city tour as below.

Itinerary One: After breakfast at hotel, you will proceed to the Tian An Men Square. Then go to visit the Forbidden City, the Imperial Palace where the Chinese emperors of Ming and Qing dynasties lived. After lunch, visit the Summer Palace in the afternoon.

Itinerary Two: Breakfast at hotel. Visit the famous attraction The Great Wall, one of the "Seven Wonders in the World". And then explore the Ming tombs after lunch.

OPTION 2

- 2 night 4* hotel accommodation with breakfast
- Transfer APT/HTL/APT

Not included in package:

- Air tax
- Personal expenses



Fig. 3

Refer to Fig. 3, a promotional advertisement by China Southern Airlines.

(a)	lder	ntify the five attractions included in the city tour itineraries.	
			[5]
(b)	This	s Beijing package is aimed at the United Arab Emirates (U.A.E.) market.	
	(i)	State the basic cost of the advertised package.	
			[1]
	(ii)	Identify the departure airport used.	
			[1]
((iii)	State whether Beijing time will be in advance or behind U.A.E.	
			[1]
((iv)	Identify the two items not included in the package.	
			[2]
	(v)	Suggest reasons why this product is being introduced in the U.A.E.	
			[3]

(c)	The package can be upgraded to include a business class flight. Explain three likely advantages for passengers who upgrade.
	[6]

(d)	Using information from Fig. 3, explain why an integrated tour operator, such as China Southern Airlines, is able to achieve cost savings.
	[6]

[Total : 25]



Fig. 4

Refer to Fig. 4, an advertisement for Orlando's Visitor Centre in Florida.

(a)	lder	ntify four products/services available at the Centre.
		[4]
(b)	Exp	lain three personal skills that staff working at the Centre should possess.
		[6]
(c)		ch of Florida has a sub-tropical climate. Give three reasons for each of the owing:
	(i)	July and August are 'low season' months.
		[3]
	(ii)	December is a 'high season' month.

(d)	Briefly describe how visitors might use the Orange County Convention Centre.
	[3]
(-)	
(e)	Discuss the main economic benefits that tourism brings to destinations such as Orlando.
	[6]
	[Total : 25]

Copyright Acknowledgements:

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© Australia's Sea World, Gold Coast. Question 2

Question 3 © China Southern.

Question 4 © Orlando's Official Visitors Centre (<u>www.orlandoinfo.com/uk</u>)

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