



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

CANDIDATE
NAME

CENTRE
NUMBER

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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.



Question 1

Photograph A



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) State **three** impacts that the development work may have on guests staying at the hotel in Photograph A.

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..... [3]

- (b) Explain **two** reasons why foreign buyers may be attracted to the new developments shown in Photographs A and B.

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..... [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.

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..... [4]

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

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Question 2

FAMILY ATTRACTIONS

To BRISBANE

NORTH STRADBROKE ISLAND

SOUTH STRADBROKE ISLAND

Sanctuary Cove

Dreamworld

TAMBORINE NATIONAL PARKS

Warner Bros. Movie World

Cable Ski World

Wet 'n' Wild Water World

Mount Tamborine

Southport

Sea World

Bundall

Surfers Paradise

Paradise Country

Conrad Jupiters

Pacific Fair Shopping Centre

David Fleay Wildlife Park

Currumbin Wildlife Sanctuary

Coolangatta

Tweed Heads

Dreamworld

Brave some of the tallest, fastest thrill rides in the world including the Giant Drop, the Tower of Terror, Cyclone and lots more.

Wet 'n' Wild WATER WORLD

Experience Australia's biggest waterslide Mammoth Falls, take a ride on the exciting Terror Canyon, accept the speed challenge of the Super 8 Aqua Racer and lots more.

MOVIE WB WORLD
HOLLYWOOD ON THE GOLD COAST

Indulge yourself in a world of fantasy and fun, meet your favourite stars and superheroes and experience the exhilaration of world-class adventure rides, movie attractions and an array of stunning shows.

CURRUMBIN WILDLIFE SANCTUARY

The perfect adventure destination, provides a full day of unique adventures and fun filled activities for all ages, with special activities suitable for children and adults both by day and night! Be it cuddling a koala, hand feeding the kangaroos or even holding a snake, at Currumbin Wildlife Sanctuary your every wish is their command.

AUSTRALIA'S SEA WORLD
GOLD COAST

Fun and games for everyone. Sea World offers complete family enjoyment with a host of exciting rides, shows and other attractions. Come face-to-face with the world's most feared predator at Shark Bay, see and experience the ever popular Dolphin Cove Show, the endangered Dugongs and a vast array of marine life.

Fig. 2

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

(a) Using only evidence from Fig. 2

(i) identify **three** thrill rides at Dreamworld

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..... [3]

(ii) identify **three** activities for visitors at Currumbin Wildlife Sanctuary.

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..... [3]

(b) Explain **three** advantages for tourists of hiring a car when visiting this part of Australia.

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..... [6]

(c) The area around Mount Tamborine contains several National Parks.

(i) Briefly describe the purpose of National Parks.


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..... [3]

(ii) Explain **two** environmental problems caused by visitors to National Parks.

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..... [4]

Question 3




中国南方航空
 CHINA SOUTHERN

NO-ONE OFFERS YOU MORE...

Air Ticket with Free Tour Packages

BEIJING

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.

<p>OPTION 1</p> <ul style="list-style-type: none"> • 1 night 3* hotel accommodation with breakfast • 1 day Beijing City Tour with 2 meals and English tour guide • Transfer APT/HTL/APT 	<p>OPTION 2</p> <ul style="list-style-type: none"> • 2 night 4* hotel accommodation with breakfast • Transfer APT/HTL/APT
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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.

Not included in package:

- Air tax
- Personal expenses

Attractive Free Tour Packages for FIRST CLASS and BUSINESS CLASS air tickets are also available - please ask for more details in any of our reputable travel agencies located in U.A.E. For more details and instant booking, please call at 009716 5747388 or visit us online at www.orientalglamourtour.com to find your nearest agents.

Tel: +86 20 2227 2708
Fax: +86 20 2227 2266
Email: ogt@csatour.com

Fig. 3

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

(a) Identify the **five** attractions included in the city tour itineraries.

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..... [5]

(b) This 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.

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..... [2]

(v) Suggest reasons why this product is being introduced in the U.A.E.

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..... [3]

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

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Question 4

ORLANDO'S OFFICIAL VISITOR CENTRE

Your first must-see attraction.

Orlando Tourism Bureau

OFFICIAL VISITOR CENTRE

To see Orlando the proper way, make the Official Visitor Centre your first stop. Whether you need directions, a list of places to eat, attraction tickets, holiday-planning assistance or any other information, our cordial, multi-lingual Official Travel Counsellors are there to help you.

Orlando's only Official Visitor Centre is centrally located at the south-east corner of International Drive and Austrian Row.

The Official Visitor Centre:

- Open year-round (except 25 December) from 8 a.m. to 7 p.m.
- Discount attraction tickets available from 8 a.m. to 6 p.m.
- Complimentary assistance for every aspect of your Orlando holiday
- Official Orlando logo merchandise

Orlando's Official Visitors Centre - 8273 International Drive, Suite 101 - 407-363-5872 - orlandoinfo.com/uk

Fig. 4

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

(a) Identify **four** products/services available at the Centre.

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(b) Explain **three** personal skills that staff working at the Centre should possess.

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..... [6]

(c) Much of Florida has a sub-tropical climate. Give **three** reasons for each of the following:

(i) July and August are 'low season' months.

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(ii) December is a 'high season' month.

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..... [3]

(d) Briefly describe how visitors might use the Orange County Convention Centre.

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(e) Discuss the main economic benefits that tourism brings to destinations such as Orlando.

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[6]

[Total : 25]

Copyright Acknowledgements:

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 Question 3 © China Southern.
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