



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

CANDIDATE
NAME

CENTRE
NUMBER

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NUMBER

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TRAVEL AND TOURISM

5253/01

Travel Organisation

October 2008

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.

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 and **4** blank pages.



Question 1

For
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Use

3 or 7 nights in Iceland - The land of **GEYSERS & GLACIERS**

A stay in Reykjavik is contrasted with excursions to explore the wild landscape of hot springs and geysers.

ITINERARY: **Day 1** Fly to Reykjavik and transfer to chosen hotel. **Day 2** Golden Circle tour to lava fields, Gullfoss, Iceland's biggest waterfall, the hot spring area dominated by Geysir and Thingvellir National Park. **Day 3** Free day. Optional South Iceland tour. **Day 4** Visit Blue Lagoon for a swim in the warm waters. Continue to airport; return flight. The 7-night itinerary includes two extra days at leisure and an optional Super Jeep tour.

HOTEL LOFTLEIDIR: This long-established 4-star hotel is a 30 minute walk from the city centre with a complimentary shuttle operating 5 times a day. Bar, restaurant, indoor pool and sauna. 220 comfortable rooms with private facilities, hairdryer, tea/coffee making facilities and satellite TV.

CENTERHOTEL SKJALDBREIO: A central located 4-star hotel on the main Laugarvegur shopping street. Breakfast room (complimentary tea/coffee during the day) and 33 rooms with private facilities, mini-bar and satellite TV.

OPTIONAL EXCURSIONS: South Shore Adventure: Coastal villages, spectacular shorelines, waterfalls and homesteads \$132.

Super Jeep Tour: Further off the beaten track on mountain roads to a glacier, thermal spring, waterfall and fjord \$270.

Departures & Prices

per person in a twin room - Hotel Loftleidir

Apr 8 \$765

Apr 15 \$755 - Apr 22 \$745

Apr 29 \$765 - May 6 \$755

May 13 \$765 - May 20 \$775

Supplements per person

4 extra nights \$220

Single supplement: 3 nights \$120

7 nights \$220

Centerhotel Skjaldbreio


4 extra nights \$220

Single supplement: 3 nights \$180

7 nights \$260

Price includes: Air travel and taxes, 3 or 7 nights' accommodation with breakfast daily, itinerary as described, services of guides & local representatives guidebook.

Not included: Travel insurance, optional excursions, gratuities, any government taxes or compulsory charges introduced after publication. Our current Conditions of Booking (on request) shall apply to all reservations.



3 nights from \$745

ICELANDAIR

VOYAGES REYKJAVIC

010 166 7069

www.VR.com

Reservations: 0900-2000

Fig. 1

Study Fig. 1, an advertisement for holidays in Iceland.

(a) (i) Use the information in Fig. 1 to identify:

the tour operator;

.....

one accommodation provider;

.....

one transport provider.

.....

[3]

(ii) What is meant by the following terms which are used in the advertisement?

twin room;

.....
.....
.....

optional excursions;

.....
.....
.....

complimentary shuttle.

.....
.....
..... [6]

(iii) Services of local representatives are included in this holiday. Explain the role of a local representative.

.....
.....
.....
.....
..... [4]

(b) A couple wish to book a 7-night holiday and travel on 29 April. They will use the Hotel Loftleidir and book the Super Jeep Tour on one of their free days.

(i) Identify **two** methods the couple could use to book this holiday.

1

2 [2]

(ii) Calculate the cost of this holiday for the couple. You should show your calculation.

\$ [4]

(iii) Travel insurance is not included in the cost of this holiday. Explain why it is important for tourists to take out travel insurance.

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..... [6]

[Total : 25]

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Question 2

Larry and Nancy Cooper from Salt Lake City in the USA are making travel arrangements for a holiday to China. They want to see the cities of Beijing and Shanghai, also take a cruise along the Yangtze River.

They plan to book scheduled flights through a travel agent and use the Internet to pre-book a ferry boat cruise on the Yangtze River.

They have found the information shown in Fig. 2 about the ferry boat cruise from Yangtzeriver.com.

The Features of Ferry Boat Cruises	
<ul style="list-style-type: none"> • basic super budget accommodation; • see the beautiful scenery; • land excursions to historic sites and local villages; • stay with the local Chinese people; • transfers to the ship in Chongqing and from the ship to hotel in Yichang are included; • daily departure. 	
Price	
1 st class	US\$ 209
2 nd class	US\$ 170
3 rd class	US\$ 135
Itinerary	
Chongqing – Yichang	
Day 1	Departure from Chongqing at 20:00.
Day 2	Sail along the river between Fengdu and Fengjie. Land excursions to Fengdu in the morning and Shibaoshai in the afternoon, Baidi City in the evening.
Day 3	Pass the Three Gorges. Morning land excursion to Lesser Three Gorges. Arrive Yichang at 21:30.
Day 4	Be transferred to the Gezhouba Hotel in Yichang to have breakfast and continue with your own travel plans.

Fig. 2

Larry and Nancy Cooper plan to take Delta Airlines domestic flight, DL3959 on 9 September, leaving Salt Lake City at 08:20 and arriving at San Francisco at 09:15. This connects with the Air China international flight, CA8889, leaving San Francisco at 13:38 and arriving at Beijing at 04:55 (+1 day).

The Coopers will spend the next four days exploring Beijing.

On 14 September, they will leave Beijing on Air China flight CA4138 at 11:45 and arrive in Chongqing at 14:05.

Later that day, they depart on the Yangtze River ferry boat for a river cruise to Yichang.

On 17 September, they will take China South West Airlines flight, SZ4529, leaving Yichang at 09:20 and arriving at Shanghai at 10:40.

After spending three days exploring Shanghai, they will take the Air China international flight, CA6661, leaving Shanghai at 13:10 and arriving at San Francisco at 11:22.

This connects with Delta Airlines domestic flight, DL3785, leaving San Francisco at 15:00 and arriving at Salt Lake City at 17:44.

- (a) Using the information provided, complete the Travel Itinerary below for Larry and Nancy Cooper.

[8]

Travel Itinerary

Date	Details			Departure			Arrival		
9 Sept	Salt Lake City to San Francisco								
	Flight number			08:20					
9 Sept	San Francisco to Beijing								
	Flight number								
10 Sept	Arrive Beijing						04:55		
14 Sept	Beijing to Chongqing								
	Flight number CA4138								
14 Sept	Depart Chongqing on Yangtze ferry boat								
16 Sept	Arrive Yichang on Yangtze ferry boat								
17 Sept	Yichang to Shanghai								
	Flight number						10:40		
20 Sept	Shanghai to San Francisco								
	Flight number CA6661								
20 Sept	San Francisco to Salt Lake City								
	Flight number						17:44		

(b) (i) Explain what is meant by:

scheduled flight;

.....

domestic flight;

.....

international flight.

..... [3]

(ii) What type of airline tickets should the travel agency recommend to Larry and Nancy Cooper for their flights between San Francisco and China? Give reasons for your answer.

.....

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..... [3]

(iii) Explain the advantages for customers of using the Internet to make bookings for travel arrangements such as the Yangtze ferry boat cruise.

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..... [4]

Question 3

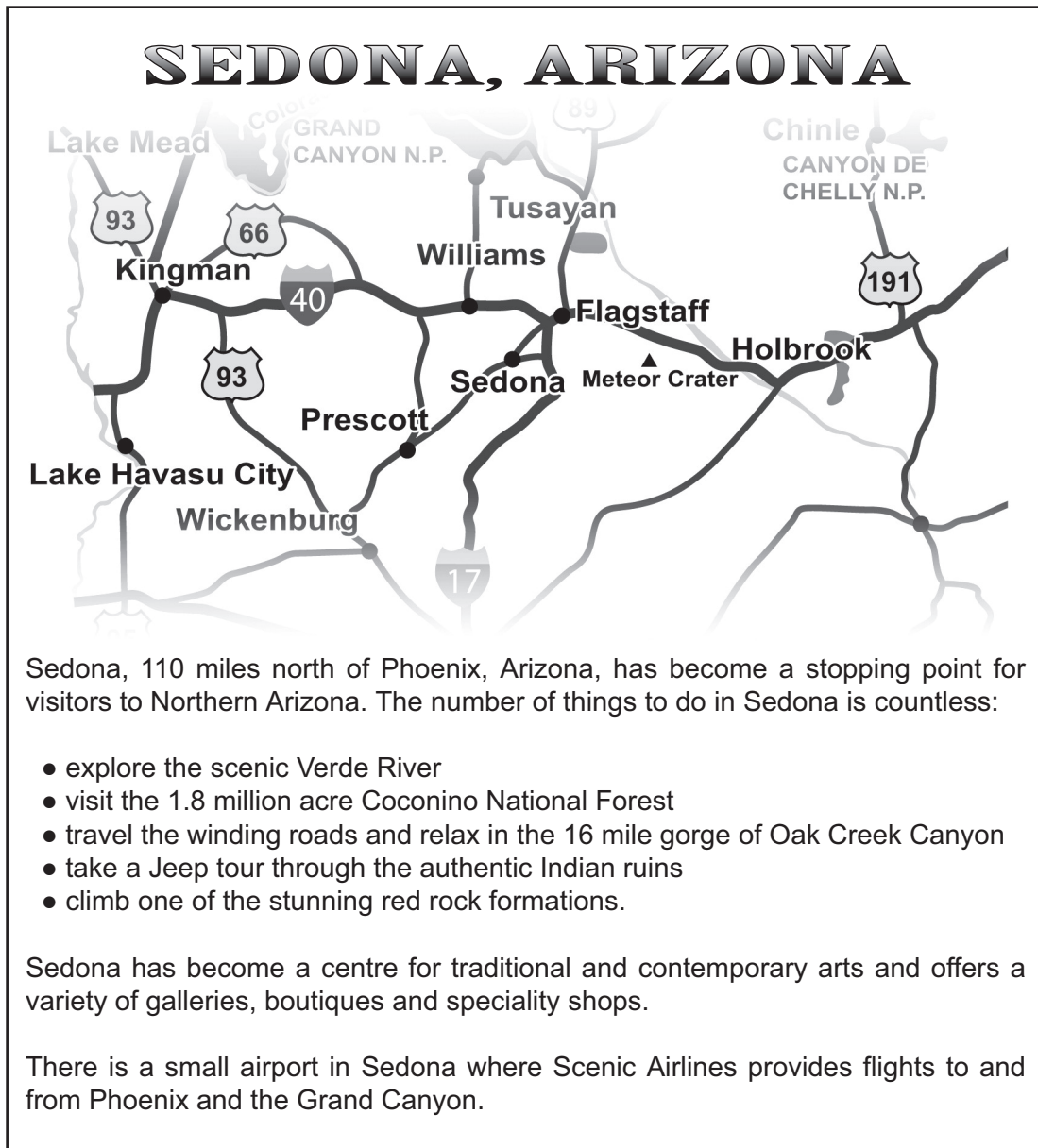


Fig. 3

Study Fig. 3, information from a website about Sedona in Arizona, USA.

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Use

(a) A family of four from India are planning a holiday in the USA and they are interested in spending a week in Sedona. The family have two children aged 12 years and 9 years. They will fly to Phoenix and hire a car for the week.

(i) Suggest **three** paper-based sources of information which the family could use to find out more about holidays in the area before they leave home.

- 1
- 2
- 3 [3]

(ii) Explain the advantages of car hire for the family rather than public transport.

-
-
-
-
-
- [4]

(iii) The family will book accommodation in an apartment (condominium). Explain why this type of accommodation is likely to be more suitable for them than a hotel.

-
-
-
-
-
- [4]

(b) Explain why it would be useful for the family to visit the Tourist Information Centre in Sedona soon after they arrive.

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..... [6]

(c) Evaluate the different methods by which overseas visitors to countries such as the USA can pay for goods and services during their stay.

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..... [8]

[Total : 25]

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Examiner's
Use

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Question 4

Incredible holiday offer

2-weeks for the price of 1 and Children go FREE

Minorca Flying from Gdansk	Sa Mirada 5 May 2008	☺ ☺ ☺ self catering
Minorca Flying from Frankfurt	Sa Mirada 7 May 2008	☺ ☺ ☺ self catering
Ibiza Flying from Nice	Cala Martina 5 May 2008	☺ ☺ self catering
Minorca Flying from Manchester	Sa Mirada 7 May 2008	☺ ☺ ☺ self catering
Lanzarote Flying from Amsterdam	Galeon Playa 6 May 2008	☺ ☺ ☺ self catering
Majorca Flying from Geneva	Columbus 13 May 2008	☺ ☺ ☺ self catering
Kos Flying from Rome	Athena 22 May 2008	☺ ☺ B&B
Tenerife Flying from Prague	Playa Mar 4 May 2008	☺ ☺ ☺ ☺ self catering
Gran Canaria Flying from Barcelona	Las Folias 24 May 2008	☺ ☺ ☺ self catering

Fantastic offers on thousands more holidays

Global Europe

www.globaleurope.com

Fig. 4

(a) Study Fig. 4, which is an advertisement for package holidays.

(i) What is meant by a package holiday?

.....
.....
..... [2]

(ii) Identify the classification system which is being used by this tour operator to indicate the quality of accommodation.

..... [1]

(iii) Give **two** other examples of classification systems which are used by tour operators and tourist boards to indicate the quality of accommodation.

1
2 [2]

(iv) Charter flights are used for these holidays. Describe **two** features of charter flights.

1
.....
2
..... [2]

(b) You are working in a travel agency. Two customers ask you about holidays in Corfu. They would prefer:

- to travel at weekends;
- to avoid night time flights;
- to stay in self-catering accommodation near the port, shops, nightlife and restaurants;
- as much sunshine as possible and high temperatures.

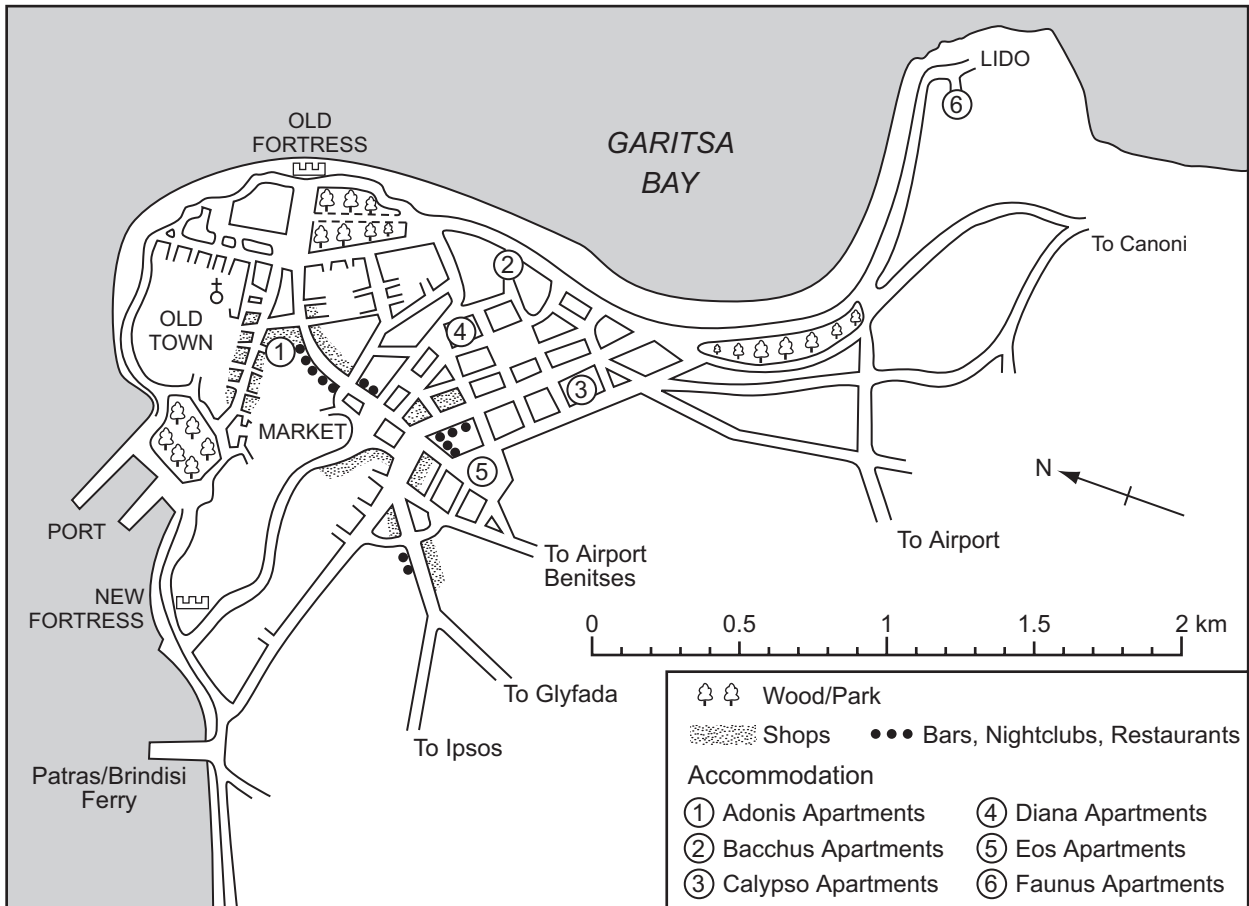
You find the following information in a tour operator's brochure.

FLIGHTS TO CORFU

Flight code	Departure		Arrival	
B02C	Tue	14:15	Tue	19:30
B04C	Sun	01:00	Sun	06:15
L01C	Sat	12:45	Sat	18:00
L03C	Wed	22:30	Thu	03:45
Y06C	Thu	16:20	Thu	21:55
Y08C	Sat	19:50	Sun	01:25

CLIMATE - CORFU

	May	Jun	Jul	Aug	Sep	Oct
Average daily maximum of sunshine (hours)	9	10	12	11	9	7
Average daily maximum temperature (°C)	24	28	32	32	28	24
Average rainfall total (mm)	48	11	0	0	1	7



(i) Identify the flight code of a suitable flight.
..... [1]

(ii) At what time should the flight which you have identified in part (i) arrive in Corfu?
..... [1]

(iii) Which month would suit the customers' needs best?
..... [1]

(iv) Name the accommodation that you would recommend.
..... [1]

(c) Travel agents use computer reservation systems to make bookings for package holidays such as these.

(i) Name **one** example of a computer reservation system.
..... [1]

(ii) Give **two** other ways in which travel agents make use of computer/electronic information.

1

2 [2]

(iii) Describe the advantages to travel agents of using computer/electronic information.
.....
.....
.....
.....
..... [3]

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