

UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
General Certificate of Education
Advanced Subsidiary Level and Advanced Level

TRAVEL AND TOURISM

9395/01

Paper 1 Core

For Examination from 2008

SPECIMEN PAPER

2 hours and 30 minutes

Additional Materials: Answer booklet/Paper

READ THESE INSTRUCTIONS FIRST

If you have been given an Answer Booklet, follow the instructions on the front cover of the Booklet.
Write your Centre number, candidate number and name on all the work you hand in.
Write in dark blue or black pen.
Do not use staples, paper clips, highlighters, glue or correction fluid.
You may use a pencil for any diagrams, graphs or rough working.

Answer **all** questions.

The number of marks is given in brackets [] at the end of each question or part question.

This document consists of **7** printed pages and **1** blank page.



Question 1



Fig. 1

Refer to the statistics in Fig. 1 about Tourism in New York City.

- (a) State the difference between an international and a domestic visitor. [2]
- (b) Identify the **three** main reasons why visitors travel to major destinations such as New York. [3]
- (c) Identify and compare the trends shown for New York's international visitors and visitor spending. [6]
- (d) Identify and explain **three** social and economic conditions that might account for the large number of Europeans visiting New York. [5]
- (e) With reference to **one** destination with which you are familiar, evaluate the range of tourist attractions that are currently available. [9]

[Total: 25]

Question 2

Date

Name (Mr/Mrs/Miss/Ms)

Address

City State

Code Country

Phone Fax

Email

Nationality Birthday (dd/mm/yy)

Please indicate your level of satisfaction of our service, facilities & attractions.

✓✓✓	✓✓	✓	✗	N/A
COMPLETELY SATISFIED			NOT AT ALL SATISFIED	NOT APPLICABLE

Entrance

	0-10 MINUTES	10-20 MINUTES	20-30 MINUTES	30+ MINUTES
--	--------------	---------------	---------------	-------------

1. Speed of entry

2. Were you offered any explanation for the wristband and its functions? YES NO

3. Was it easy to use our locker system? If no, please explain why: YES NO

.....

How do you rate our employees?

	✓✓✓	✓✓	✓	✗	N/A
--	-----	----	---	---	-----

4. Lifeguards

a. Greeting you with a smile

b. Helping you

c. Professional appearance

d. Protection of guests

5. Security

a. Greeting you with a smile

b. Helping you

c. Professional appearance

6. Food & Beverage

a. Greeting you with a smile

b. Helping you

c. Professional appearance

7. Admissions

a. Greeting you with a smile

b. Helping you

c. Professional appearance

8. Was any employee particularly helpful? YES NO
If yes, please name the employee(s):
.....

Jumeirah Hallmarks

9. Were you greeted with a smile every time

a. we served you? YES NO

b. we assisted you? YES NO

c. you met an employee? YES NO

10. Did we ever say NO as a first response? NO YES

11. Was an attitude of mutual respect displayed amongst our employees? YES NO

Park services

12. Cleanliness of the changing rooms and restrooms N/A

13. Overall cleanliness of the waterpark

Food & Beverages

14. Which restaurants did you visit?

JULSHAN'S KITCHEN SINBAD'S GALLEY ALI'S BBQ LEILA'S STAND

LEILA'S OASIS SHAHBANDAR'S CAFÉ

15. How would you rate the following?

	0-5 MINUTES	5-10 MINUTES	10-15 MINUTES	15+ MINUTES
--	-------------	--------------	---------------	-------------

a. Speed of service

b. The food you ordered prepared to your satisfaction N/A

c. Suggestion of other foods you would like to see:
.....

Rides

16. How would you describe your experience on the rides? N/A

17. How was the water temperature in the pool and on the rides? COMFORTABLE TOO WARM TOO COLD

Overall

18. How would you rate the Wild Wadi? N/A

19. If we did not completely satisfy you at any point, please explain why:
.....

20. Have you visited Wild Wadi before? YES NO
If yes, how many times:
.....

21. How did you hear about Wild Wadi?
.....

22. Are you residing in the UAE? YES NO

23. Are you staying in a hotel? YES NO
If yes, please name the hotel:
.....

24. Any other suggestions/comments that would help us improve our service:
.....

25. If you had the opportunity, would you visit Wild Wadi again?
 YES NO
If no, please explain why:
.....

26. How likely are you to recommend Wild Wadi to a friend or a colleague?

10	9	8	7	6	5	4	3	2	1	0
Extremely likely					Neutral					Not at all

Fig. 2

Refer to Fig. 2, a customer comment card from Jumeirah's Wild Wadi Waterpark in Dubai.

- (a) Identify **three** "Jumeirah Hallmarks" for customer service. [3]
- (b) State which **one** of the "Jumeirah Hallmarks" is aimed at internal customers and explain **two** ways in which it will help promote high levels of customer service. [5]
- (c) Other than customer comment cards, explain **four** ways in which travel and tourism organisations can assess standards of customer service. [8]
- (d) With reference to a travel and tourism organisation of your choice, discuss the various methods used by frontline staff to deliver quality customer service. [9]

[Total: 25]

Question 3

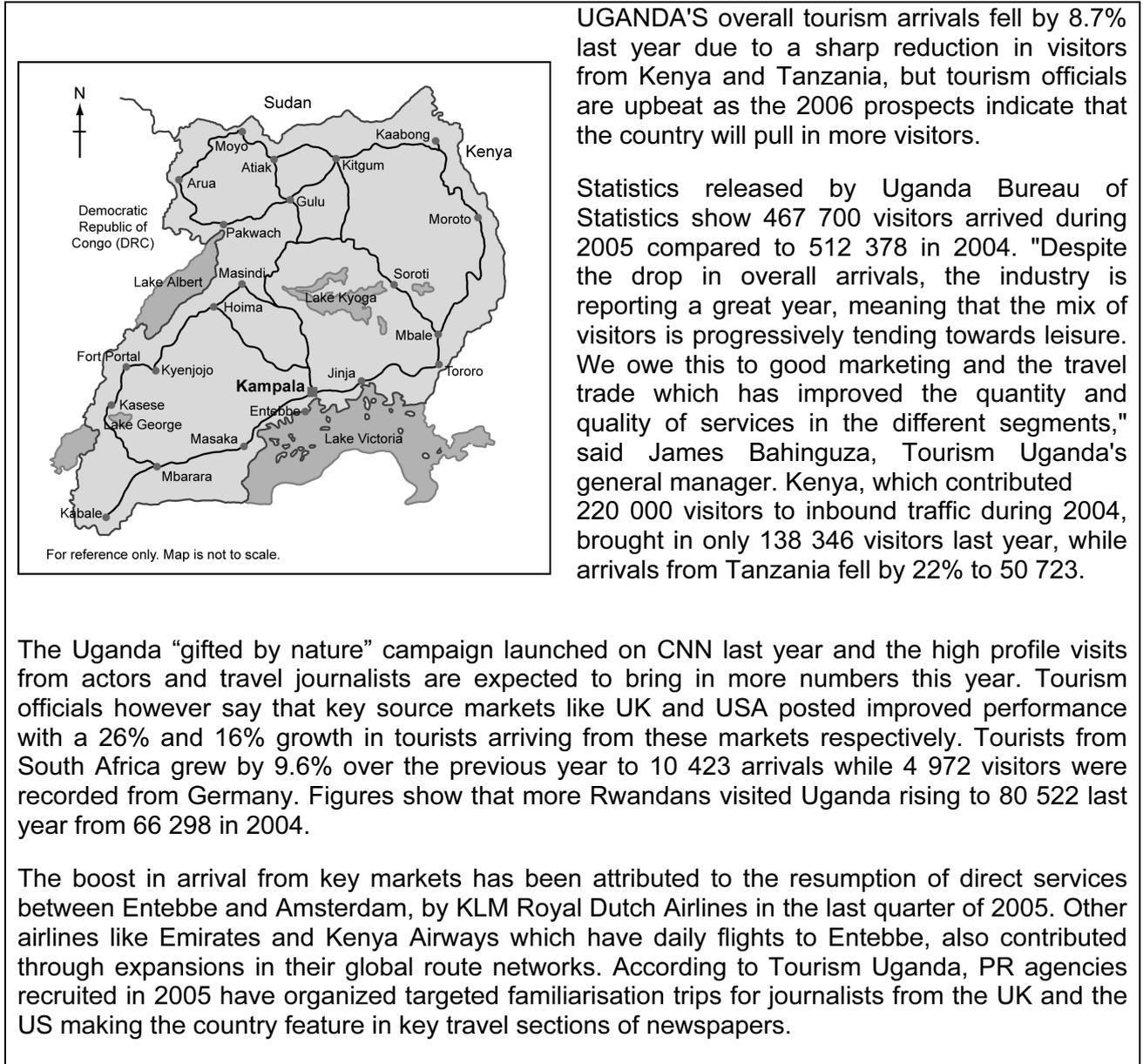


Fig. 3.

Refer to Fig.3, information about Uganda's tourism industry.

- (a) Identify the **two** markets that contributed most to Uganda's 2005 drop in visitor arrivals. [2]
- (b) Identify **three** airlines that Uganda Tourism feel will help boost 2006 visitor numbers. [3]
- (c) Explain **two** pieces of evidence from Fig. 3 that suggest Uganda is only at the 'development' stage of destination evolution. [4]
- (d) Uganda hopes to attract visitors with its "gifted by nature" promotional campaign.
 - (i) Suggest **three** features of Uganda's natural environment that will attract visitors. [3]
 - (ii) Justify **one** way in which the environment can be managed in order to sustain tourism. [4]
- (e) Discuss the reasons why countries such as Uganda actively promote the development of tourism. [9]

[Total: 25]

Question 4



Fig. 4a El Jem



Fig. 4b Hammamet beach

Refer to Figs. 4a and 4b which show important tourist locations in Tunisia.

- (a) Fig. 4a shows the impressive ruins of the largest colosseum in North Africa, a huge amphitheatre which could hold up to 35 000 spectators, situated in the small Tunisian village of El Jem. This is now a UNESCO World Heritage Site.
- (i) Outline **two** aspects of the location's cultural appeal. [4]
- (ii) Explain **three** ways in which you would expect site visits here to be managed. [6]
- (b) With reference to Fig. 4b, analyse **two** negative impacts that may be caused by further tourism development in the area shown. [6]
- (c) With reference to examples with which you are familiar, discuss the ways in which tourism's positive impacts can be maximised through the principles of successful destination management. [9]

[Total: 25]

Copyright Acknowledgements:

Question 1: www.nyevisit.com

Question 3: Fig.3 www.TravelIndustry.review
Fig 3 www.ugandaTourism.org

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

University of Cambridge International Examinations is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.