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9395/01

June 2009

2 hours and 30 minutes

Candidates answer on the Question Paper.

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.

Do not use staples, paper clips, highlighters, glue or correction fluid.

You may use a pencil for any diagrams, graphs or rough working.

DO **NOT** WRITE IN ANY BARCODES.

Answer **all** questions.

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

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1	
2	
3	
4	
Total	

This document consists of **14** printed pages and **2** blank pages.

Question 1

Refer to Fig.1, an extract from “Tourism and the Maldivian Economy (2007)”.

Tourism began in the Maldives 35 years ago, in 1972 with bed capacity of 280 and arrival figures of just over 1,000. By 1979 arrivals had reached over 30,000 with a bed capacity of 1,690. By 2004, arrivals had exceeded 600,000 and bed capacity was 19,500. Now the Maldives



attracts over 600,000 tourists per year. Resort hotels have enjoyed annual occupancy rates of well over 70% for many years. Today, the Maldives has 87 resorts and plans are underway to take tourism to each and every one of the 20 atolls.

Tourism is the biggest global industry, employing around 200 million people, and accounting for over 4% of the world's GDP. With about 700 million people travelling annually, tourism is also the world's number one export earner, generating international receipts of over US\$ 500 billion per year.

Clearly, the importance of tourism in the Maldives cannot be overstated. One out of every five jobs in the Maldives is directly linked to tourism. In addition, the industry provides income for thousands of other inhabitants involved in everything from construction to fishing. The percentage share of tourism revenue to Government revenue stood at 20.1% in 2005.

Up to 2005, tourism's contribution to the GDP of the Maldives increased steadily. However, due to the decline in tourist arrivals in 2005, tourism's contribution to GDP has declined from 33.5% in 2004 to 22.7% in 2005.

Arrival Share of Major Generating Markets to the Maldives (2003 – 2005)

GENERATING MARKET	2003 (%)	2004 (%)	2005 (%)
Germany	12.6	11.8	14.1
Italy	24.9	21.2	17.7
United Kingdom	16.7	18.5	22.1
Japan	7.5	7.6	5.9
Switzerland	5.5	4.7	4.9
France	7.3	7.5	5.5

Fig. 1

(a) Identify the following:

(i) The year tourism began in the Maldives.

..... [1]

(ii) The recent occupancy rate for resort hotels in the Maldives.

..... [1]

(iii) The largest generating market in 2003.

..... [1]

(iv) The largest generating market in 2005.

..... [1]

(b) With reference to Fig. 1, justify where you would place the Maldives in terms of the Butler model of destination evolution for the period between 1972 and 1979.

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- (c) Explain **three** positive economic impacts that the Maldives will have experienced as a result of tourism development.

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Impact 1

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Explanation

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Impact 2

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Explanation

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Impact 3

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Explanation

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..... [6]

- [9

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Question 2

Refer to Fig. 2, a photograph taken in an international hospitality customer service environment.

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Fig. 2

- (a) Fig. 2 shows a member of staff attending to the needs of a pre-booked group of external customers. Identify **four** ways in which the likely needs of the group have been met by the hospitality provider.

- 1
- 2
- 3
- 4 [4]

(b) Explain **three** customer service skills needed by the member of staff shown in Fig. 2.

Skill 1

Explanation

.....

Skill 2

Explanation

.....

Skill 3

Explanation

..... [6]

(c) The customers shown in Fig. 2 are each issued with a guest comment card. Explain **three** advantages of this to the hospitality provider.

Advantage 1

Explanation

.....

Advantage 2

Explanation

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Advantage 3

Explanation

..... [6]

- (d) With reference to **one** travel and tourism organisation with which you are familiar, compare and contrast the ways in which quality customer service is delivered by staff in **two** different job roles.

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Name of organisation:

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Question 3

Refer to Fig. 3, a news item about a tourism development in Costa Rica.

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LUXURIOUS ORIENTAL HOTEL WILL OPEN IN GUANACASTE

Mission Statement: "Our aim is to be widely recognised as the best luxury hotel group in the world, providing exceptional customer satisfaction in each of our hotels. The growth strategy of our Group is to progress towards operating 10,000 rooms in major business centres and key leisure destinations around the world."

The Mandarin Oriental Hotel Group bought more than 300 hectares of land in Manzanillo Beach, in the province of Guanacaste, where a luxurious hotel with 130 rooms will open within two years. The hotel development will include a golf course and a private residential complex named Rancho Manzanillo covering a total of 220 hectares of land.

The complex will be built on a cliff 60 metres above sea level, with views of the Gulf of Papagayo and protected areas of tropical scenery. The hotel will have three suites built

separately from the main hotel building, a restaurant, a conference room and three bars.

"The aim is to create the most luxurious secluded hotel in Costa Rica which will blend in perfectly with its natural environment," stated Edouard Ettegui, President of Mandarin Oriental.

The hotel would be the second for the chain in the region, as one is being developed on the Riviera Maya in Mexico. Mandarin Oriental Hotel Group is a hotel chain founded in 1963 and currently operates 20 hotels around the world. Among its services, it offers guests luxurious spas for treatments based on oriental techniques available at any one of their locations around the world.

The hotel chain is expanding with 16 complexes under development in destinations such as China, Morocco, Taiwan, United States, France, and the Cayman Islands.

Fig. 3

(a) Identify **three** aims of the Mandarin Oriental Hotel Group.

- 1
- 2
- 3 [3]

(b) The Mandarin Oriental Hotel Group is a private sector, commercial organisation. State **four** characteristics of private sector organisations.

- 1
- 2
- 3
- 4 [4]

- (c) The Mandarin Oriental Hotel Group's new Manzanillo Beach hotel will be built in a location next to a "protected" area. In the table below, circle the **five** negative environmental impacts that may result from its construction and operation.

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increased foreign exchange	loss of cultural identity	litter
increased living costs	increased incomes	crime
changes to family structure	aiding of international understanding	panoramic view damage
preservation of customs and crafts	the Demonstration Effect	destruction of natural wildlife systems and breeding patterns
traffic congestion	increase in noise levels	social problems, such as begging and prostitution

[5]

- (d) Explain **two** ways in which the government of Costa Rica can minimise tourism's potential negative environmental impacts.

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[4]

- Name of chosen destination:
- [9]

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Question 4

Refer to Fig. 4, a news item about Bolivia.

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Bolivia to invest millions of dollars in developing indigenous community tourism



The Bolivian Government has presented its National Tourism Plan which will require an investment of US\$200 million over five years. The main objective of the Plan is to create jobs and generate revenue, in order to reduce the poverty that exists among the country's indigenous communities, which currently account for 70% of Bolivia's population.

The National Tourism Plan (2006-2011), will focus on the promotion of indigenous community tourism, both within the country and abroad, according to the Deputy Minister for Tourism, Ricardo Cox. The economic and social benefits will be distributed among the various rural and indigenous communities throughout the country. These communities can develop into important tourist attractions.

Under the slogan "Authenticity Still Exists", the Plan will promote sustainable tourism, preserving the natural, historical and cultural resources of the country's different regions. Bolivia has 17

eco-regions in which different ethnic groups co-exist. The Plan aims to develop tourism that involves both public and private sector organisations.

The campaign created by the Bolivian Government identifies 12 "star" destinations that combine both natural appeal and culture, located throughout the Andean, Amazonian, Pampa and Valley regions of the country. Outstanding attractions include the Jesuit missions, the salt marshes, the coloured lagoons, Lake Titicaca, Oruro, Potosi-Sucre and the Che Route.

With the implementation of its National Tourism Plan, Bolivia aims to double the number of visitors over a period of five years, whilst making sure the country's tourist carrying capacity is not exceeded. In fact, during the first half of 2006, tourism grew by 21.4% compared to the same period the previous year, producing record figures in terms of visitor numbers.

Fig. 4

- (a) Bolivia is a Less Economically Developed Country (LEDC) in South America. Identify the **four** geographical regions that make up the country.

- 1
- 2
- 3
- 4 [4]

- (b) Bolivia's tourism industry is starting to grow. To control this growth Bolivia has a National Tourism Plan. Using evidence from Fig. 4, suggest reasons why the total number of visitors is likely to stay within the country's tourist carrying capacity.

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- (c) Bolivia's 2006 to 2011 National Tourism Plan has the slogan "Authenticity Still Exists".

- (i) Explain the socio-cultural benefits for the rural and indigenous communities.

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..... [4]

- (ii) Explain how the natural environment benefits from the National Tourism Plan.

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..... [4]

- [9

[9]

[Total: 25]

Question 1 © Tourism and the Maldivian Economy; 2007.
 Question 2 © Image of businessmen dining; Alamy.
 Question 3 © www.visitcostarica.com
 Question 4 © Bolivia News Item; www.traveldailynews.com

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