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9395/01

Paper 1 Core

October/November 2010

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.

For Examiner's Use	
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This document consists of **15** printed pages and **5** blank pages.

Question 1

Refer to Fig. 1, a photograph of the reception area of a major 5 star international hotel.

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Fig.1

(a) State and explain **three** advantages to the hotel of having all staff in uniform.

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(b) Explain **three** customer service **skills** likely to be needed by the staff shown in Fig.1.

Skill 1

Explanation

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Skill 2

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Skill 3

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(c) Justify the use of a mystery shopper as an appropriate way to assess the visitor experience.

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- Job title and name of organisation**

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PLEASE TURN OVER FOR QUESTION 2.

Question 2

Refer to Fig. 2, a news item about hotel development in the Maldives.

Centara Hotels and Resorts announces new managed resort in the Maldives



Centara Hotels and Resorts, Thailand's leading hotel group, has invested US\$49 million in a new property in the Maldives, which will be their first property outside of Thailand. Centara Grand Island Resort and Spa, located on South Ari Atoll, delivers a unique Premium 5 star resort experience. The resort is relatively close to Male Airport with an air transfer time of just 25 minutes or transfer by speed boat in 85 minutes.

For diving enthusiasts, the resort enjoys an excellent local reef complete with a sunken shipwreck and is within easy reach of the top dive spots in Ari Atoll. The Centara Grand Island Resort and Spa provides an exceptional experience for both couples and the family market. Barefoot luxury is combined with an active and varied social programme for both adults and children. The resort's objective is to offer much more than a day-time, water-oriented resort experience.

Adults enjoy premium levels of service with a variety of dining options. Children will benefit from the new Centara Hotels and Resorts Kids Club concept offering two venues – Kid Camp and E-zone.

Guests will be able to choose from beachfront and over-water accommodation. Luxury Beachfront Pool Villas come complete with their own private pool and membership of the exclusive Island Club. Based around the small pool, Island Club guests enjoy premium levels of attention and service including access to the exclusive Club Lounge with daily servings of complimentary meals, snacks and drinks including evening cocktails and canapés. The private pool features refreshing Spa Cenvaree mist sprays, complimentary mineral water, pre-lunch cold towel service, afternoon fruits and sun bed concierge service.

Fig. 2

(a) Identify **two** ways in which the resort will meet the needs of:

(i) diving enthusiasts

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(ii) children

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(b) Explain **three** advantages to guests of "Island Club" membership.

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- (c) Centara Hotels and Resorts is a commercial organisation. Explain **three** likely reasons why it invested US\$49 million in this new development.

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Question 3

Refer to Fig.3, a news item about the Falkland Islands.

Falkland Islands anticipates biggest ever cruise season



The Falkland Islands is anticipating a growth of nearly 9% in cruise ship visitors, which would make it the destination's most successful season to date. Almost 68 000 cruise ship passengers are expected to visit the Falkland Islands during the summer season between October 2008 and April 2009.

This significant increase in planned visitor arrivals is part of a larger growth pattern. The latest figures indicate that passenger numbers have grown by an average of 15% per year for eight consecutive seasons, comparing favourably with global growth of just 8% per year. The capacity for next season has increased and developments in infrastructure for the new season include a new shelter erected at the Jetty Visitors Centre in the capital, Stanley, making it more comfortable for cruise visitors while they are waiting for their tours.

The season this year starts on October 20 with a visit from the NG Endeavour, and ends on April 7. Vessels calling at the Falklands include Star Princess, Norwegian Sun and Minerva. Each year thousands of tourists make the journey to the Falklands onboard a cruise ship or expedition vessel. This increasingly popular method of travel allows people to visit many sites that remain largely inaccessible to land-based tourists in the Falklands, all from the comfort and safety of a world-class vessel.

A wide variety of shore excursions and tours are available for passengers to experience the unique wildlife and fascinating history of the Islands. These include a trip to Bluff Cove Lagoon, where visitors can stroll along the white sandy beach, home to 1 000 breeding pairs of Gentoo penguins and a growing colony of King penguins and chicks, or watch the sea lions and dolphins often seen swimming in the surf. Historical tours are also popular with cruise visitors, who can visit the sites made famous by the battles of the 1982 conflict, such as Mount Tumbledown and Wireless Ridge.

Tourism is the Falklands' fastest growing industry and the second largest industry behind fisheries in terms of contribution to GDP (gross domestic product). The industry is experiencing strong annual growth in visitor numbers from the UK primarily due to the increased popularity of Antarctic cruise ship tourism. Land-based tourism is also growing, along with the number of independent travellers visiting the Islands. Many choose to combine their Falklands itinerary with a stopover in South America. These individuals range from busy professionals to ornithologists, biologists, wildlife enthusiasts, photographers, as well as recreational anglers and hikers with a sense of adventure. Key activities in the Islands include wildlife excursions, recreational fishing for sea trout, battlefield tours, hiking, wreck diving, photography, and general wildlife watching.

Fig. 3

- (a) Other than wildlife watching, identify **four** activities popular with tourists visiting the Falkland Islands.

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- (b) Discuss the reasons why Falkland Island tourism is seasonal in nature.

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- (c) With reference to Fig. 3 explain **three** pieces of evidence to support the view that the Falkland Islands are in the 'Development Stage' of destination evolution.

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Question 4

Refer to photographs **A**, **B**, **C** and **D** which were taken in destinations popular with particular types of international leisure traveller.



Photograph A



Photograph B



Photograph C



Photograph D

- (a) Complete the following table by identifying which photograph was most likely to have been taken by each type of leisure traveller.

TYPE OF LEISURE TRAVELLER	PHOTOGRAPH
Tourist interested in seeing the wonders of North America's natural landscape.	
Family with young children staying at a child friendly destination.	
Retired couple on a European cultural sightseeing trip.	
Couple on a luxury winter sun holiday.	

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- (b) Explain **three** marketing and promotion methods that a national tourist board might use in order to increase the number of overseas visitors to the country.

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- (c) Once at their chosen destination, overseas visitors are likely to visit the local Tourist Information Centre (TIC). Explain **three** ways in which a TIC is able to provide a service for such visitors.

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Question 2	© The Maldives; eturbonews.com.
Question 3	© http://www.falklands.gov.fk/gallery/index.php?display=4%20-%20Stanley%Ffc3024.jpg .
Question 4 Photographs A, B, C, D	John D Smith © UCLES.

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