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9395/01

October/November 2011

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 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	
1	
2	
3	
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Total	

This document consists of **15** printed pages and **1** blank page.

Question 1

Refer to Fig. 1(a), an extract from a promotional leaflet for Seaflights sightseeing tours in Dubai.

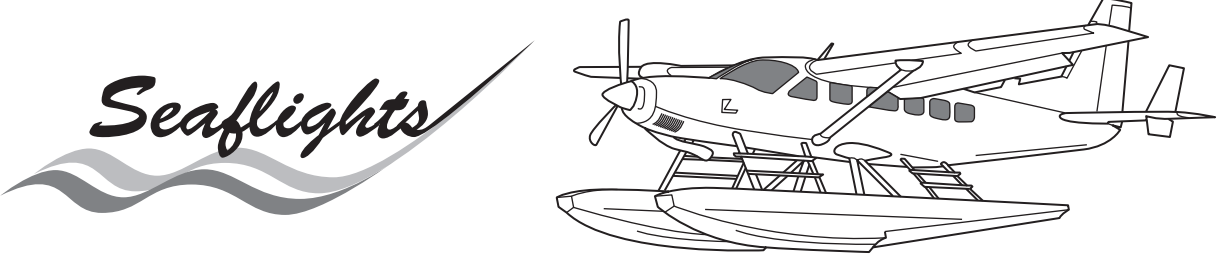
	
<i>Seaflights</i> offers you an enchanting flight across the dramatic and ever-changing coastal skyline of Dubai.	
The Pearl Flight An exclusive full charter flight, providing a personalised view of Dubai's modern architecture. Duration: 40 minutes "dock to dock" Transport: luxury limousine transfer Price per charter: AED 9500	
The Ruby Flight A 30 minute flight that follows the coastline of Dubai to The World Islands, covering landmarks such as The Palm Jumeirah Islands, Burj Al Arab and the Dubai Marina. Duration: 30 minutes "dock to dock" Price per adult: AED 895 Price per child: AED 760	
The Diamond Flight Our most popular flight, the Diamond flight is a 40 minute trip providing views of Dubai's landmarks, including The Palm Jumeirah Islands, The World Islands, Dubai Creek and Dubai Festival City, to name just a few. Duration: 40 minutes "dock to dock" Price per adult: AED 1125 Price per child: AED 995	
Diamond Value Flight Up to four passengers. Duration: 40 minutes "dock to dock" Transport: luxury car transfer Price per charter: AED 6500	The Gold Flight A bespoke charter flight and exclusive tour. Duration: dependent on the route Price per charter: on application

Fig. 1(a)

(a) Identify the following:

(i) the adult price for the Ruby Flight

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(ii) the duration of the Pearl Flight

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(iii) the cost for four passengers to go on the Diamond Value Flight.

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[3]

(b) Explain **two** advantages to Seaflights of having a business relationship with local hotels.

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(c) Some bookings for Seaflights flights are made by business customers. In the following table, circle the **three** most likely business uses for booking a Seaflights Gold Flight.

To see Dubai from the air.
To entertain a wealthy client.
To take a holiday photograph of Dubai Marina.
A birthday treat for a member of the family.
To show a potential buyer Palm Jumeirah properties.
An incentive reward outing.
To ride in a luxury limousine.

[3]



Fig. 1(b)

- (d) Dubai has a 'dramatic and ever-changing coastal skyline'. Fig. 1(b) shows development work taking place on a new coastal access road. Explain **three** negative environmental impacts likely to result from its construction.

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- [illegible]

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Question 2

Refer to Fig. 2, a photograph of a receptionist in a 5-star international hotel.

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Fig. 2

(a) State **three** duties that the hotel receptionist is likely to carry out as part of her job role.

- 1
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- [3]

- (b) State and explain **three** likely aspects of good practice that hotel receptionists should follow when dealing with external customers.

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- (c) The receptionist shown in Fig. 2 has received training in the use of new technology. Explain **two** ways in which such training is likely to result in improved customer service.

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- (d) Large resort hotels recruit staff to work in a variety of departments. In the following table, circle the **three** departments in which employees are **least likely** to have face-to-face contact with the hotel's external customers.

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Front Office (reception, reservations, guest relations, concierge).

Housekeeping (rooms and public areas).

Kitchen (hot kitchen, cold kitchen, pastry, butchery, artistry).

Food and Beverage (operational, conference and banqueting).

Accounts (finance, purchasing, cost control, information technology).

Human Resources (employee welfare, training, recruitment).

Leisure and Recreation (golf, marina, beach and pools, stables, shooting club).

[3]

- [9]

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Question 3

Refer to Fig. 3, a news item about a new visitor attraction in Kampong Ayer, Brunei. Kampong Ayer is a unique water village where traditional houses and facilities are built on stilts.

The Kampong Ayer Cultural and Tourism Gallery (KACTG) is managed by the Tourism Development Department.

The Minister in his welcoming speech said Kampong Ayer is a “must see” attraction for tourists visiting Brunei, as it is the Sultanate’s most unique ‘treasure’.

He said the objectives of establishing the new gallery are:

- to revive the past glory of the water village so that it will not be made extinct by the rapid pace of modernisation;
- to revive the traditional industries of the village;
- to diversify the economy and add value to local economic activities;
- to create jobs and a source of income for residents;
- to make the water village a unique tourist destination and
- to support the nation’s aspiration to make tourism part of a diversified national economy.

Tourists will now have a chance to learn more about the background, history, traditions, society, arts and crafts of this unique settlement. The gallery has a touch screen information display, which also shows information about other nearby tourist attractions.

The five galleries contain background information on Kampong Ayer from its historical origins until the present day, as well as a number of photographs and artefacts loaned by the Museums Department.

The central hexagonal stage presents a ‘live’ exhibition of the traditional manufacturing methods of Bruneian hand-woven fabric.

The gallery is built in the style of a grand Kampong Ayer house, and with a distinctive observation tower that gives visitors a view of Kampong Ayer and its surroundings. The Cultural and Tourism Gallery has become a new landmark in Brunei.

Fig. 3

(a) Identify **four** positive economic impacts that the new attraction is expected to create.

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- 2
- 3
- 4 [4]

- (b) Identify and explain **three** ways in which the new attraction is likely to appeal to overseas visitors.

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- (c) Explain **three** different types of conflict that may arise between visiting tourists and the host population in destinations such as Brunei.

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[9]

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BLANK PAGE**PLEASE TURN OVER FOR QUESTION 4**

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Question 4

Refer to Fig. 4, a news item about the Philippines.

Philippines tourist arrivals reach record numbers

Tourist arrivals in the Philippines rose by 1.5% to a record 3.14 million in 2008, despite the global financial crisis, the Tourism Department said recently.

It explained the rise was partly due to a big increase in arrivals from European markets such as Russia and France.

The Department also referred to the opening of chartered flight routes from Shanghai, Nanjing, Guangzhou and Kunming in China, as well as Taipei and Kaohsiung, for bringing more visitors from China and Taiwan.

Most tourist arrivals were from South Korea, while the USA was second overall.

It said the global economic crisis would be likely to lead to a fall in overseas tourism worldwide and forecast that the rise in tourist arrivals in the Philippines this year would range from zero to 1.9%, "depending on the recovery of key source markets".

Tourism accounts for 6.2% of the country's gross domestic product (GDP).

Fig. 4

(a) Identify the **three** Asian countries that contributed to the growth in arrivals.

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- 2
- 3[3]

- [6]

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- [illegible]

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