

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

International Visitors to NYC 1998-2005

2006: 7.1 million (forecast)
2005: 6.6 million (forecast)
2004: 6.2 million
2003: 4.8 million
2002: 5.1 million
2001: 5.7 million
2000: 6.8 million
1999: 6.6 million
1998: 6.0 million

Direct Visitor Spending in NYC 1998-2004 International and Domestic

2004 \$21.07 billion
2003 \$18.49 billion
2002 \$14.1 billion
2001 \$15.1 billion
2000: \$17.0 billion
1999: \$15.6 billion
1998: \$14.7 billion

Top Producing Countries for International Visitors to NYC (2005 figures)

1. United Kingdom 1 102 000
2. Canada 762 000
3. Germany 327 000
4. Japan 322 000
5. Mexico 254 000
6. France 205 000
7. Italy 194 000
8. Australia 162 000
9. Spain 161 000
10. The Netherlands 126 000

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

[illegible]

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



UGANDA'S overall tourism arrivals fell by 8.7% last year due to a sharp reduction in visitors from Kenya and Tanzania, but tourism officials are upbeat as the 2006 prospects indicate that the country will pull in more visitors.

Statistics released by Uganda Bureau of Statistics show 467 700 visitors arrived during 2005 compared to 512 378 in 2004. "Despite the drop in overall arrivals, the industry is reporting a great year, meaning that the mix of visitors is progressively tending towards leisure. We owe this to good marketing and the travel trade which has improved the quantity and quality of services in the different segments," said James Bahinguza, Tourism Uganda's general manager. Kenya, which contributed 220 000 visitors to inbound traffic during 2004, brought in only 138 346 visitors last year, while arrivals from Tanzania fell by 22% to 50 723.

The Uganda "gifted by nature" campaign launched on CNN last year and the high profile visits from actors and travel journalists are expected to bring in more numbers this year. Tourism officials however say that key source markets like UK and USA posted improved performance with a 26% and 16% growth in tourists arriving from these markets respectively. Tourists from South Africa grew by 9.6% over the previous year to 10 423 arrivals while 4 972 visitors were recorded from Germany. Figures show that more Rwandans visited Uganda rising to 80 522 last year from 66 298 in 2004.

The boost in arrival from key markets has been attributed to the resumption of direct services between Entebbe and Amsterdam, by KLM Royal Dutch Airlines in the last quarter of 2005. Other airlines like Emirates and Kenya Airways which have daily flights to Entebbe, also contributed through expansions in their global route networks. According to Tourism Uganda, PR agencies recruited in 2005 have organized targeted familiarisation trips for journalists from the UK and the US making the country feature in key travel sections of newspapers.

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

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