	neral Certificate of Seconda	ary Education
TRAVEL AND TOURISM	Λ	0471/01
Paper 1		
	Specimen paper for e	examination from 2007
Candidates answer on the Qu No Additional Materials are re	•	2 hours
<b>READ THESE INSTRUCTIONS FIRST</b> Write your Centre number, candidate nu Write in dark blue or black pen. You may use a soft pencil for any diagra Do not use staples, paper clips, highligh	umber and name on all the work games, graphs, or rough working.	you hand in.
Answer <b>all</b> questions.	l your work securely together.	

Name

UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS

This document consists of 13 printed pages and 3 blank pages.

Centre Number

Candidate Number

### **Question 1**





Exploring Europe in Comfort

# Viking River Cruises The World's Leading River Cruise Line®

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#### WTM London, November 11-14, 2002 Stand EM 3619 "Germany stand" (European and Mediterranean)

#### Viking River Cruises Becomes Company Name

Effective immediately, Viking River Cruises will absorb KD River Cruises into its corporate structure, making Viking River Cruises the global brand. Concurrently, the company name, "Viking-KD" will be replaced by Viking River Cruises.

#### New Global Marketing Strategies Highlight 2003 Season

Viking River Cruises has launched a global marketing strategy that will better serve the passengers and travel agents alike. The Los Angeles-based office is responsible for sales and marketing efforts aimed at North America and other Englishspeaking markets while the Cologne-based office will service all European and other worldwide markets.

#### Unified Global Brand Image

As evidenced by the 2003 brochures, Viking River Cruises has introduced a more unified brand image that will be used in all sales and marketing materials worldwide. The first brochures to display this "new look" are the U.S. and German versions, which will be followed shortly by brochures for Italy, France and other countries.

#### All-New Itineraries

For the 2003 season, Viking River Cruises will introduce a number of all-new itineraries.

Those being offered to the U.S. and English-speaking markets include: Eastern European Odyssey, a 17-night adventure along the lower Danube River roundtrip from Vienna to the Black Sea; A Rhine Getaway, a 5-night cruise from Basel to Amsterdam (or reverse); Rhine & Moselle Explorations, a 12-night program from Amsterdam to Basel (or reverse), stopping at select ports in the Netherlands, Germany, France and Switzerland; and France's Finest, the combination of the 7-night Seine cruise and 7-night Rhône cruise offering passengers the best of France.

New itineraries for the global markets include the Rhine & Moselle Symphony, a 7-night cruise roundtrip from Strasbourg to Cochem; Blue Danube-Black Sea, a 17-night cruise along the lower Danube roundtrip from Passau to the Black Sea; and The Tulips Trip, a 7-night roundtrip from Amsterdam, through Holland and Belgium during the scenic blooming season.

#### Viking Primadonna Added to Fleet

Beginning in 2003, the 148-passenger Viking Primadonna will host cruises on two of the global itineraries, the 7-night Passau-Budapest-Passau and the 17-night Passau-Black Sea-Passau. The first-ever river cruise ship to be built in catamaran style, Viking Primodonno joins the Viking River Cruises fleet on a long-term charter with Conti Flussschiffahrts GmbH & Co. KG MS "PRIMADONNA."

Contact:

www.vikingrivercruises.com

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Julie Rosoff **Director Public Relations** julie@vikingrivers.com

Fig.1

For Examiner's Use

Refer to Fig.1, an information sheet about Viking River Cruises. (a) Identify five rivers used for cruises. [5] ..... (b) Suggest reasons why Viking River Cruises has offices in both Europe and the USA. [4] ...... (c) Describe three ways in which Viking River Cruises is promoting its products to the travel trade. ..... ..... [6] ..... (d) Explain two features of the services provided on board river cruises that attract cruise passengers. [2+2]

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For Examiner's Use

(e)	Discuss the reasons why some international cruises now often visit <b>remote</b> ports of call.
	[6]

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Fig. 2

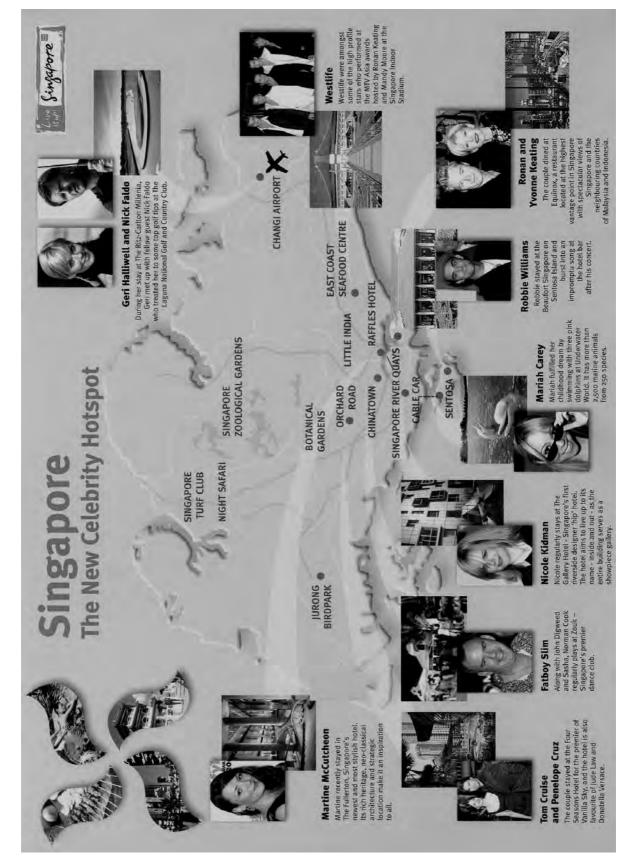
Refer to Fig. 2, an information sheet about the Universal Mediterranea development at Port Aventura in Spain. (a) Identify the following journey times to the development: (i) by rail from Prague [1] ..... (ii) by road from Rome [1] ..... (iii) by air from Amsterdam [1] ..... (b) Name three airports directly serving the Port Aventura resort. [3] ..... (c) Explain two reasons, other than transport, why the Port Aventura resort was developed in this part of Spain. [2+2] \_\_\_\_\_ (d) Suggest five features of the theme park at Port Aventura that are likely to be included on their website. [5] .....

For Examiner's Use

[2+2] (f) Discuss the negative impacts that can result from the development of large attractions such as Universal Mediterranea at Port Aventura. ..... ..... ..... [6] ------

(e) Explain two reasons why theme park tickets can be purchased in advance.

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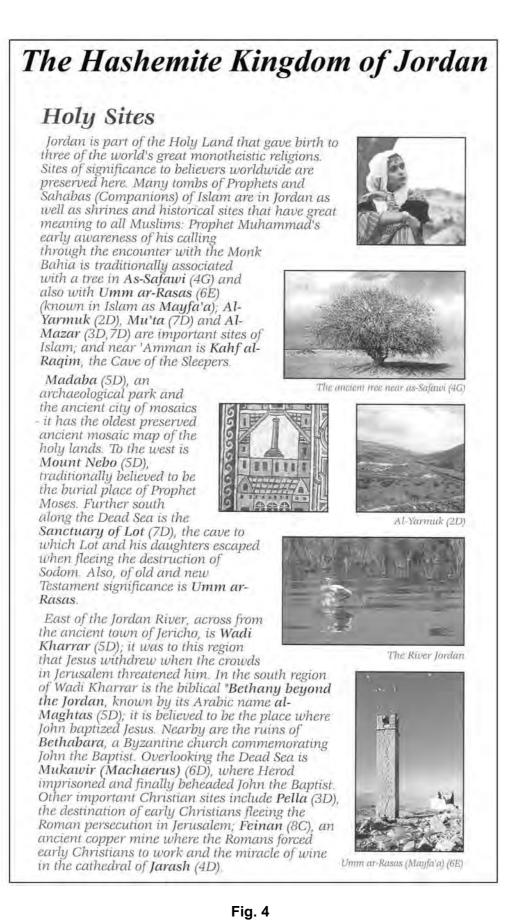
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## Fig. 3

Refer to	o Fig	. 3, a promotional leaflet about Singapore.	
(a)	lde	ntify <b>three</b> named wildlife attractions.	
			[3]
(b)	lde	ntify <b>three</b> named leisure attractions.	
			[3]
	Evi	blain <b>two</b> ways in which Singapore's hotels are attractive to celebrity guests.	
(0)	느~	San two ways in which Singapore's noters are attractive to celebrity guests.	
			[2+2]
			[]
(d)	Vis	itors to Singapore are able to take a 'Night Safari'. Explain the following:	
	(i)	two ways in which guests staying at luxury hotels could book this tour	
	()		
			[2]
	(ii)	what is normally included in such a tour	
			[3]

(iii) the personal skills that tour guides should possess. -----[4] ..... (e) Explain the variety of products and services that are usually available at large international airports such as Singapore's Changi airport. ..... .... [6] ------

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Refer to Fig. 4, an extract from a Jordan visitor leaflet.

- (a) Jordan has many historic sites of religious significance. Identify the main appeal of each of the following places to visitors with religious beliefs.
- (i) Mount Nebo [1] (ii) Sanctuary of Lot [1] ..... ..... (iii) Al Maghtas [1] ..... (iv) Mukawir [1] (b) Religious sites often contain places for prayer or religious services. (i) Describe three ways in which tourists may disturb religious activities. [6] (ii) Explain two ways in which historic religious sites can manage their visitor arrivals. ..... [3+3] .....

(c) Identify three international religious sites other than those in Jordan.

[3]

(d) Explain how tour operators put together packages that allow clients to visit more than one destination.

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Question 3.	© Singapore Tourism Board.
Question 4.	© Jordan Tourism Board

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