



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS  
General Certificate of Education Ordinary Level

CANDIDATE  
NAME

|  |
|--|
|  |
|--|

CENTRE  
NUMBER

|  |  |  |  |  |
|--|--|--|--|--|
|  |  |  |  |  |
|--|--|--|--|--|

CANDIDATE  
NUMBER

|  |  |  |  |
|--|--|--|--|
|  |  |  |  |
|--|--|--|--|

**TRAVEL AND TOURISM**

**7096/01**

Core Module

**October/November 2010**

**2 Hours**

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 the work you hand in.

Write in dark blue or black pen.

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

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

DO **NOT** WRITE IN ANY BARCODES.

Answer **all** questions.

At the end of the examination, fasten all your work securely together.

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

| For Examiner's Use |  |
|--------------------|--|
| 1                  |  |
| 2                  |  |
| 3                  |  |
| 4                  |  |
| Total              |  |

This document consists of **17** printed pages and **3** blank pages.



### Question 1

Refer to Fig. 1(a), an extract from AR Tourism's website.



### Argentine Tango Vacation

AR Tourism in partnership with the Dandi Royal Tango Academy, practically an Argentine Tango institution, has created a dream Argentine Tango vacation for our customers. On an AR Tango vacation you get to experience all the aspects of the Argentine Tango in Buenos Aires, the birthplace of the dance.

Rather than putting together a standard group package, AR Tourism is proud to organise private trips with your unique preferences in mind. You enjoy all the benefits of a tango vacation in Buenos Aires, without sacrificing your schedule and flexibility.

#### Your AR Tango Vacation includes:

- a pre-determined number of hours of private lessons
- daily group lessons
- entrance into Argentine Tango dance clubs
- front row tickets to Tango Shows and events
- your own personal host and dance instructor
- information and maps.



### Your Personalised AR Tourism Trip

#### 1. Request Information about your trip

Complete the 'Request Information Form' or call us on 212-475-2406. We will be happy to go through each detail of your vacation step by step with you. Next, we will send you a day-by-day itinerary with suggested hotels, destinations and excursions.

#### 2. Reserve Flights and Hotels

After we receive your trip preferences, our experienced travel professionals reserve your flight and accommodation. AR Tourism will need the full names and passport numbers of all the passengers to confirm your reservations.

#### 3. Make First Payment

Once all the flights and hotels are reserved, you will need to pay a deposit of \$100 per person.

#### 4. Make Second Payment

Sixty days prior to your travel date, the balance of your trip is due. Following payment, you will receive, via email, vouchers and e-tickets for your trip.

Fig. 1(a)

(a) State **three** features of an AR Tango Vacation.

- 1 .....  
 2 .....  
 3 ..... [3]

(b) Explain **two** ways in which AR Tourism's clients receive a personal customised service.

- 1 .....  
 .....  
 .....  
 .....  
 .....  
 2 .....  
 .....  
 .....  
 .....  
 ..... [4]

(c) Explain **two** advantages to AR Tourism's customers of being issued with e-tickets for their trip.

- 1 .....  
 .....  
 .....  
 .....  
 .....  
 2 .....  
 .....  
 .....  
 .....  
 ..... [4]

(d) Refer to Fig. 1(b), a map showing the main international flight routes to Buenos Aires.

For  
Examiner's  
Use

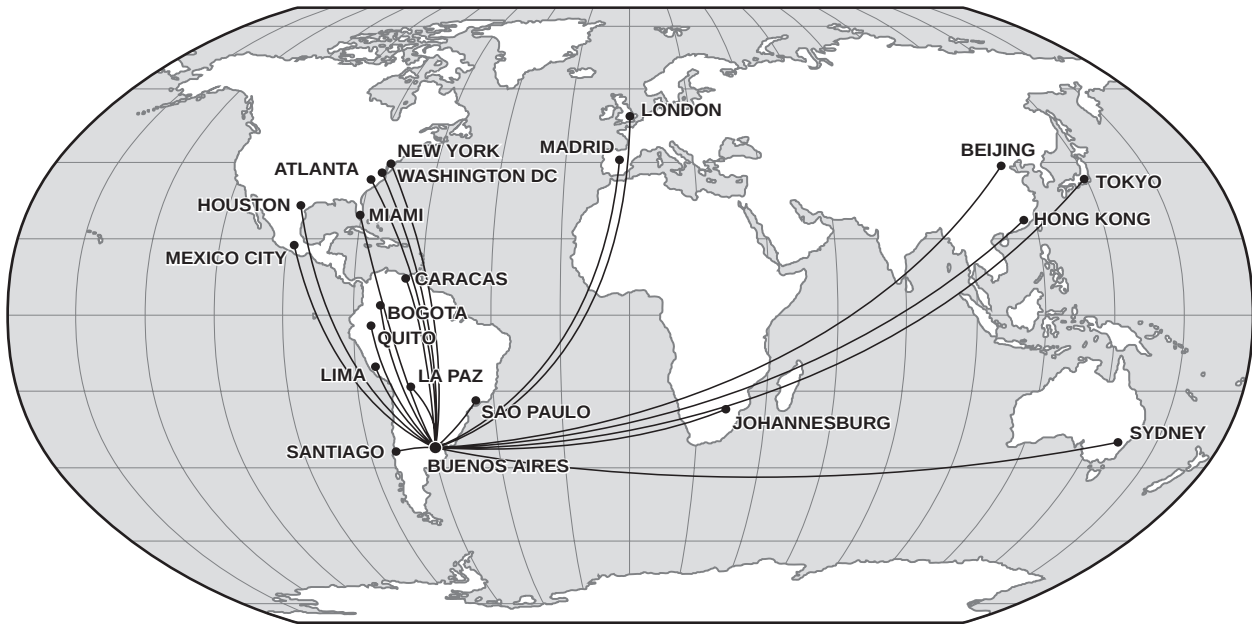


Fig. 1(b)

- State the number of cities in the USA with direct flights to Buenos Aires.  
.....
- State whether local time in Buenos Aires is in advance or behind local time in Mexico City.  
.....
- State the term that best describes the climate of Buenos Aires.  
.....
- State whether Buenos Aires lies on the Atlantic or Pacific coast of South America.  
.....

[4]

(e) Most of the routes shown on Fig. 1(b) involve a long haul flight. In the following table circle the **four** services that you would expect to be made available **only** to business class passengers travelling on long haul scheduled flights.

|                     |                         |                     |
|---------------------|-------------------------|---------------------|
| In-flight movies    | Flat bed seats          | Pillow and blanket  |
| Duty free service   | 20 kg baggage allowance | No smoking sign     |
| Early boarding call | Lounge access           | Fast track check-in |

[4]

- (f) With reference to **one** example with which you are familiar, discuss how a mountain area has been developed to attract tourists.

*For  
Examiner's  
Use*

Name of chosen mountain area .....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

..... [6]

[Total: 25]

## Question 2

Refer to Fig. 2, which contains statistics about tourism in Vietnam.

### VISITORS TO VIETNAM IN 2007

International visitors in 2007 reached 4 171 564 arrivals, 16% higher than in 2006.

|                  |                                     | Visitor arrivals 2007 | % growth 2006 to 2007 |
|------------------|-------------------------------------|-----------------------|-----------------------|
|                  | <b>Total</b>                        | <b>4 171 564</b>      | <b>116.0</b>          |
| <b>Continent</b> | <b>By countries and territories</b> |                       |                       |
| Asia             | Cambodia                            | 150 655               | 97.2                  |
|                  | China                               | 558 719               | 108.2                 |
|                  | Indonesia                           | 22 941                | 107.6                 |
|                  | Japan                               | 411 535               | 107.2                 |
|                  | Laos                                | 31 374                | 92.3                  |
|                  | Malaysia                            | 145 535               | 137.8                 |
|                  | Philippines                         | 31 820                | 116.3                 |
|                  | Singapore                           | 127 040               | 121.0                 |
|                  | South Korea                         | 475 535               | 112.7                 |
|                  | Thailand                            | 160 747               | 129.8                 |
| North America    | Canada                              | 89 084                | 120.8                 |
|                  | USA                                 | 412 301               | 106.9                 |
| Europe           | France                              | 182 501               | 137.9                 |
|                  | Germany                             | 95 740                | 124.7                 |
|                  | Italy                               | 21 933                | 139.2                 |
|                  | Netherlands                         | 36 622                | 137.9                 |
|                  | Russia Federal                      | 44 554                | 154.8                 |
|                  | Spain                               | 27 224                | 123.0                 |
|                  | Sweden                              | 22 409                | 119.1                 |
|                  | Switzerland                         | 20 683                | 123.9                 |
| Australasia      | United Kingdom                      | 105 918               | 125.7                 |
|                  | Australia                           | 227 300               | 131.7                 |
|                  | New Zealand                         | 20 173                | 142.4                 |

#### By means:

|         |           |
|---------|-----------|
| By air  | 3 261 941 |
| By sea  | 224 389   |
| By road | 685 234   |

#### By purpose:

|          |           |
|----------|-----------|
| Leisure  | 2 569 150 |
| Business | 643 611   |
| VFR      | 603 847   |
| Other    | 354 956   |

**Fig. 2**

(a) Identify the following:

- the total number of leisure visitors to Vietnam in 2007;

.....

- Vietnam's third largest source market for visitors in 2007;

.....

- Vietnam's source market showing the greatest percentage increase in 2007;

.....

- Vietnam's largest Asian source market for visitors in 2007.

.....

[4]

(b) Visitors come to Vietnam for a variety of purposes. Suggest **three** types of visit that could be included in the "other" category of Fig. 2 and give an example of each.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

3 .....

.....

.....

.....

[6]

(c) State **three** reasons why national governments collect tourism statistics.

For  
Examiner's  
Use

1 .....  
.....  
.....

2 .....  
.....  
.....

3 .....  
..... [3]

(d) Vietnam is a Less Economically Developed Country (LEDC). Explain **three** positive economic impacts that are likely to result from the development of tourism in the country.

1 .....  
.....  
.....  
.....

2 .....  
.....  
.....  
.....

3 .....  
.....  
.....  
..... [6]

- (e) Assess the visitor appeal of **one** *purpose-built* visitor attraction with which you are familiar.

Name of chosen attraction .....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

..... [6]

[Total: 25]

For  
Examiner's  
Use

### Question 3

Refer to Fig. 3, part of an advertisement for The Golden Chariot luxury train.



**THE GOLDEN CHARIOT**  
MANY WORLDS. ONE VOYAGE  
**New Luxury Train in Karnataka, Southern India**  
— 1st Departure, 10th March 2008 —





**THE GOLDEN CHARIOT** is named after the famous Stone Chariot in Hampi, a world heritage site in Southern India. Passengers will have the opportunity to travel to heritage sites, palaces, areas of wildlife and golden beaches. The **7 Nights/8 Days** journey begins every Monday from Bangalore.

**Tour Duration: 07 Nights/08 Days**

| Tour Highlights    |                             | Train Highlights                            |
|--------------------|-----------------------------|---------------------------------------------|
| • <b>Bangalore</b> | : A World of Opportunity    | • Premium 5 star luxury train               |
| • <b>Mysore</b>    | : A World of Royalty        | • All cabins equipped with LCD TV & wi-fi   |
| • <b>Kabini</b>    | : A World of Wildlife       | • Ayurveda, spa & gym onboard               |
| • <b>Belur</b>     | : A World of Worship        | • Nala and Ruchi - two restaurants          |
| • <b>Halbidu</b>   | : A World of Worship        | • Madira - the lounge for pre-dinner drinks |
| • <b>Hampi</b>     | : A World Heritage Site     | • Traditional Indian hospitality            |
| • <b>Badami</b>    | : A World Heritage Site     | • Hospitality by Mapple Group of Hotels     |
| • <b>Goa</b>       | : A World of Golden Beaches | • Conference coach                          |

High Season tariff October to March: starting from \*USD 350 per person per night on twin sharing basis.

Low season tariff April to September: starting from \*USD 295 per person per night on twin sharing basis.

**The tariff includes:**  
Tariff is inclusive of accommodation onboard The Golden Chariot; travel; all meals; conducted sight-seeing tours; entrance fees at monuments, parks, palaces and cultural programmes.

\*Govt Taxes Extra

For further information on "The Golden Chariot" please log onto "The Golden Chariot" official website  
[www.thegoldenchariot.co.in](http://www.thegoldenchariot.co.in) or email us at: [salesin@thegoldenchariot.co.in](mailto:salesin@thegoldenchariot.co.in)

**Fig. 3**

(a) Identify the following:

- the beach destination included in the itinerary;

.....

- the destination famous for its stone chariot;

.....

- the destination famous for its wildlife.

.....

[3]

(b) Describe **two** ways in which The Golden Chariot's facilities are likely to appeal to luxury travellers.

1 .....

.....

.....

.....

2 .....

.....

.....

..... [4]

(c) In the table below, circle the **three** factors most likely to explain why the period from April to September has been classed as 'Low Season'.

|                     |                    |                            |
|---------------------|--------------------|----------------------------|
| Main dry season     | Monsoon season     | Period of clear blue skies |
| High humidity       | Low sunshine hours | Low humidity               |
| High sunshine hours | Settled conditions | Risk of night frosts       |

[3]

(d) State **three** likely hospitality job roles onboard the train.

- 1 .....  
 2 .....  
 3 ..... [3]

(e) Sight-seeing tours, such as those included in the Golden Chariot package, are organised for the convenience of passengers. Identify and explain the **three** ways in which The Golden Chariot has achieved this.

- 1 .....  
 .....  
 .....  
 .....  
 .....  
 2 .....  
 .....  
 .....  
 .....  
 .....  
 3 .....  
 .....  
 .....  
 .....  
 ..... [6]

- (f) Assess the ways in which **one** historic/cultural site with which you are familiar is managed in order to minimise visitor congestion.

Name of chosen site .....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

..... [6]

[Total: 25]

For  
Examiner's  
Use

**Question 4**

Refer to Figs 4(a) and 4(b), photographs that show preparations for a private function being held at a major international resort hotel.



**Fig. 4(a)**



**Fig. 4(b)**

- (a) With reference to Figs 4(a) and 4(b), identify and explain **three** ways in which teamwork is important for staff involved in the event preparations.

1 .....

.....

.....

.....

.....

2 .....

.....

.....

.....

.....

3 .....

.....

.....

.....

..... [6]

- (b) Many international hotels attract business customers attending meetings, incentives, conferences and exhibitions (MICE). Explain **three** facilities/services usually provided for the convenience of such guests.

1 .....

.....

.....

.....

.....

2 .....

.....

.....

.....

.....

3 .....

.....

.....

.....

..... [6]

- (c) Large resort hotels can create a range of negative impacts. In the following table, circle the **three** negative social impacts that may frequently result from resort hotel development.

|                           |                          |                                      |
|---------------------------|--------------------------|--------------------------------------|
| Increased employment      | Seasonal underemployment | Preservation of traditional culture  |
| Better infrastructure     | Increased crime          | Exposure to alternative lifestyle(s) |
| Loss of wildlife habitats | Increased incomes        | Increased foreign exchange           |

[3]

- (d) Not all tourists choose to stay in a hotel at their chosen destination. Explain **two** reasons why staying at a serviced apartment will appeal to some visitors.

1 .....

.....

.....

.....

2 .....

.....

.....

..... [4]

- [6]

[Total: 25]





## BLANK PAGE

---

*Copyright Acknowledgements:*

|             |                                                                                                      |
|-------------|------------------------------------------------------------------------------------------------------|
| Question 1  | © Advert for AR Tango Tours; <a href="http://www.artourism.com">www.artourism.com</a> .              |
| Question 2  | © Vietnam Tourism Data; <a href="http://www.vietnam-tourism.gov.vn">www.vietnam-tourism.gov.vn</a> . |
| Question 3  | © Golden Chariot Advert; <a href="http://www.goldenchariot.co.in">www.goldenchariot.co.in</a> .      |
| Question 4a | J D Smith © UCLES.                                                                                   |
| Question 4b | J D Smith © UCLES.                                                                                   |

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

University of Cambridge International Examinations is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.