



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
General Certificate of Education Advanced Level

CANDIDATE
NAME

CENTRE
NUMBER

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TRAVEL AND TOURISM

9395/01

Paper 1 Core

June 2008

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	
1	
2	
3	
4	
Total	

This document consists of **14** printed pages and **6** blank pages.



Question 1



Situated on Dubai's world famous Jumeirah Beach and adjacent to the magnificent Dubai Marina, Habtoor Grand Resort and Spa occupies Dubai's most enchanting beachside location. Perfect for both business and leisure travellers to Dubai, the hotel is within a 30 minute drive from Dubai Airport, and is close to Dubai's Internet City.

Habtoor Grand Resort and Spa offers 442 spacious rooms and suites, and hotel guest rooms benefit from the resort's unrivalled setting with magnificent garden or sea views. Beautifully furnished, the rooms and suites feature comfortable lounge areas and superb bathrooms, creating a sense of tasteful luxury and warm Arabian style.

The Habtoor Grand Resort and Spa offers pools, restaurants and bars set amidst the hotel's tropical gardens - the resort is a paradise of perfect views - where lush landscapes meet the warm Arabian Gulf, fringed by an immaculate beach and embraced by clear blue skies.

Leisure facilities at the resort include:

- three swimming pools: large garden pool, children's pool with water slides and an 'infinity pool'
- pool air-loungers and poolside jacuzzi
- multiple choice of sun deck areas, sun loungers and sun umbrellas
- large private beach with ample sun loungers and sun umbrellas
- tropical gardens
- beach volleyball
- two floodlit tennis courts and two glass squash courts
- wide range of water sports
- the Junior Jungle is a special children's club adjacent to the beach and staffed by qualified childminders.

Fig. 1

Refer to Fig. 1 which provides information about the Habtoor Grand Resort and Spa in Dubai.

(a) Identify and explain **two** ways in which the Habtoor Grand Resort and Spa meets the needs of:

(i) families with young children.

1

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2

..... [4]

(ii) business travellers.

1

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(b) The Habtoor Grand Resort and Spa is a commercial organisation. Describe **two** objectives of private sector organisations.

1

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(c) The Habtoor Grand Resort and Spa is a 5* luxury development. Explain how accommodation grading schemes operate.

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Question 2

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Fig. 2

Refer to Fig. 2 which shows part of a major sporting venue. Each year, the venue attracts many types of visitors.

- (a) Explain **two** ways in which the facility shown in Fig. 2 is likely to provide a service to the venue's external customers.

1

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- (b) Suggest **two** likely reasons for each of the following:

- (i) staff at the facility shown in Fig. 2 are in uniform.

1

2 [2]

- (ii) staff at the venue work as a team.

1

2 [2]

(c) Explain **two** ways in which the use of a mystery shopper may help monitor the operation of the venue.

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(d) Many of the visitors to sporting venues, such as the one shown in Fig. 2, are invited guests enjoying corporate hospitality. Describe what corporate hospitality usually includes.

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Question 3

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Use**CUBA ATTRACTS TWO MILLION TOURISTS FOR THIRD YEAR IN A ROW**

Cuba received over two million tourists for the third year in a row according to an official report from the Ministry of Tourism. The report states that this figure is evidence of the position achieved by the Cuban tourism product in the main markets. Most tourists came from Canada, followed by the United Kingdom, Spain, Italy, Germany, France and Mexico. More people choose Cuba each year as a unique destination, not only for its exceptional beaches and sun, but also for being nature-friendly and for its health and security conditions. The report also speaks highly of Cuba's history and culture. "Today all tourism and supporting institutions work tirelessly to guarantee favourable occupancy rates during the high season. Everything is ready for an intense winter season," according to the Ministry of Tourism. The Ministry of Tourism also thanked tour operators, airlines and the media for their support.

The most popular destinations this season are Varadero Beach (80 miles east of Havana), the King Gardens (on the north central coast) and the historical centre of Havana. Cuban accommodation totals over 41 000 rooms in over 200 hotels throughout the island. Around 50% of Cuba's hotel room capacity is managed and marketed by foreign companies, including Spain's Sol Melia, France's Accor and Jamaica's Sandals and Super Clubs.

Fig. 3

Refer to Fig. 3, a recent travel industry news item about Cuba.

(a) Identify Cuba's **three** most important European markets in terms of visitor arrivals.

- 1
- 2
- 3 [3]

(b) Identify the **three** Cuban destinations that are currently most popular.

- 1
- 2
- 3 [3]

(c) Explain **two** reasons why good 'health and security' conditions are important to visitors to destinations such as Cuba.

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1

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(d) Cuba has a selection of 'all-inclusive' resorts. With reference to particular examples, discuss the nature of the appeal of 'all-inclusive' resorts.

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Question 4

VISITORS TO HAWAII

	Visitor Arrivals July 2006	Average Length of stay (days)	Visitor Expenditure Per Person (\$)
	<i>July 2006</i>	<i>July 2006</i>	<i>July 2006</i>
US West	332 212	9.57	\$1490.30
US East	197 157	10.20	\$1814.60
Total Domestic Arrivals	529 369	9.88	\$1652.40
Japan	116 921	5.69	\$1594.10
Canada	13 631	11.69	\$1528.30
All others	65 762	10.00	\$1741.80
Total International Arrivals	196 314	9.13	\$1621.40

Year to Date, up to July 2006	Visitor Arrivals		Average Length of stay (days)		Visitor Expenditure Per Person (\$)	
	<i>2006</i>	<i>% Change on 2005</i>	<i>2006</i>	<i>% Change on 2005</i>	<i>2006</i>	<i>% Change on 2005</i>
US West	1 812 390	5.7%	9.48	-0.9%	\$1 452.90	5.8%
US East	1 213 480	1.6%	10.31	-0.5%	\$1 820.80	1.0%
Total Domestic Arrivals	3 025 870	3.6%	9.89	-0.7%	\$1 636.85	3.4%
Japan	784 068	-9.1%	5.57	-2.1%	\$1 515.50	5.9%
Canada	116 912	9.4%	13.57	3.5%	\$1 804.40	2.7%
All others	386 398	-8.7%	9.95	-1.4%	\$1 661.70	6.2%
Total International Arrivals	1 287 378	-2.8%	9.69	0%	\$1 660.50	4.9%

Fig. 4

Refer to Fig. 4, information about visitors to Hawaii.

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(a) State the meaning of **each** of the following terms:

(i) domestic arrival.

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(ii) international arrival.

..... [1]

(iii) visitor expenditure.

..... [1]

(b) Identify **each** of the following:

(i) the average length of stay for Japanese visitors in July 2006.

..... [1]

(ii) the number of Canadians visiting in the year up to July 2006.

..... [1]

(iii) the number of domestic arrivals in July 2006.

..... [1]

(c) Fig. 4 shows changes in visitor numbers to Hawaii between 2005 and 2006. Explain **two** reasons why trends in visitor numbers to any destination may change over time.

1

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(d) With reference to Fig. 4 discuss why Hawaii may be placed at the stagnation stage of the Butler model.

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Copyright Acknowledgements:

- Question 1 Fig. 1 © <http://grandjumeirah.habtoorhotels.com/index.html>
Question 2 Fig. 2; John Smith © UCLES.
Question 4 Fig. 4 © Department of Business, Economic Development and Tourism – Research and Economic Analysis Division.
 www.hawaii.gov/dbedt/info/economic/library

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