



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS  
General Certificate of Education Ordinary Level

CANDIDATE  
NAME

CENTRE  
NUMBER

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CANDIDATE  
NUMBER

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**TRAVEL AND TOURISM**

**7096/01**

Paper 1 Core

**November 2008**

**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	
<b>1</b>	
<b>2</b>	
<b>3</b>	
<b>4</b>	
<b>Total</b>	

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



## Question 1



# AUSTRALIA

*from City, Reef to Rock...*



**Looking for a hassle free holiday which still gives you plenty of time on your own? One that offers you the right balance of sightseeing activities and personal space? Then AAT Kings has a range of Australian holidays for you!**

You can choose from a wide variety of Australian holiday experiences with itineraries ranging from 3-day short tours to 31-day countrywide tours. Different types of location are available - city, reef or rock. Fully Escorted Tours are a great way to discover the wonders of Australia, travel by luxury coach with superior accommodation, unique sightseeing experiences, many meals and the services of a Tour Director and Tour Driver.

Whether you want to explore the rugged beauty of Ayres Rock or witness Western Australia's world-famous wildflowers, view Queensland's Great Barrier Reef or journey over the Sydney Harbour Bridge - AAT Kings has the holiday for you.



**AAT Kings Australian & New Zealand range:**

- Fully Escorted Tours
- Independent Touring Packages
- Northern Territory Trips
- Small Group Touring
- Camping Adventures
- Sightseeing Day Tours
- City Explorers
- Spectacular Rail Journeys



**Order your AATKings brochure today!**



**AATKings**  
Best under the Australian & New Zealand skies

Fig. 1

Refer to Fig. 1.

- (a) Fig. 1 shows an AAT Kings advertisement for their Australian tours. Identify which type of location is shown in each of the following photographs.

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Location A

..... [1]



Location B

..... [1]



Location C

..... [1]

**(b)** Explain **three** advantages of taking a “Fully Escorted Tour”.

1 .....

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2 .....

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3 .....

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..... [6]

**(c)** Australia is a large country with contrasting natural environments.

**(i)** What term describes best the climate of northern Australia?  
..... [1]


**(ii)** What term describes best the climate of Tasmania?  
..... [1]

**(iii)** Will local time in Perth be behind or in advance of local time in Sydney?  
..... [1]

**(iv)** Name a natural hazard that visitors to central Australia should be aware of.  
..... [1]



## Question 2



**FLAT OUT AT WORK?**  
Air New Zealand's Business Premier makes it an easier business travelling to Los Angeles and Hong Kong.

Relaxed, refreshed and ready for anything. That's how business travellers arrive after a flight to Los Angeles in the stylish, tranquil space of the new look Air New Zealand. Just as importantly, from 29 October when our additional daily service begins, that's how they'll feel when they reach Hong Kong too.

**MORE COMFORTABLE BY A LONG STRETCH.**  
A comfortable, state-of-the-art place of work and an oasis of natural calm; with Business Premier the two things come together. The result gives passengers luxurious leather armchairs that convert into fully lie-flat beds, in-seat power, on-demand entertainment, exciting wines and inspired in-flight cuisine. It's a sense of personal space, convenience and style that's echoed in our newly created Pacific Premium Economy, complete with warm, friendly Kiwi hospitality - all the way to Los Angeles, Hong Kong or even on to New Zealand itself.

**ARRIVE RELAXED BEFORE DEPARTURES.**  
Cool, calm and collected; with our complimentary chauffeur service that's how Business Premier travellers arrive at Heathrow for their flights to Los Angeles and Hong Kong.

**DEDICATED CHECK-IN SMOOTHES THE WAY.**  
Nothing gets in the way of our passengers going about their business. That's why our dedicated check-in desks allow travellers flying Business Premier of Pacific Premium Economy to devote the time they save to something more productive.

**ESCAPE THE BUSTLE OF THE AIRPORT.**  
To complement the calm and serenity of an Air New Zealand Business Premier flight, travellers can enjoy the sanctuary of our refurbished International Lounge in Los Angeles, or any of our International Lounges during their journeys.


  
AIR NEW ZEALAND

Fig. 2

Refer to Fig. 2.

(a) Identify the **two** major business travel destinations which are served by Air New Zealand.

1 .....

2 ..... [2]

(b) Identify and explain **three** *ground services* that Air New Zealand provides for the convenience of its business customers.

1 .....

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.....

2 .....

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3 .....

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..... [6]

(c) Explain why it is important for airline cabin crew to possess each of the following skills and qualities:

(i) good personal presentation;

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..... [2]

(ii) ability to speak a foreign language;

.....

.....

..... [2]

(iii) first aid training.

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.....  
..... [2]

(d) New Zealand attracts many leisure tourists. State **five** features and/or advantages of hiring a motorhome.

1 .....  
2 .....  
3 .....  
4 .....  
5 ..... [5]





## Question 3

# What's so special about cruising with MSC Musica?



MEDITERRANEAN



NORTHERN EUROPE



SOUTH AMERICA



CARIBBEAN

MSC Musica has several important innovations. 1275 cabins can accommodate 2550 guests. 80% of the cabins are external and most have balconies.

There are many services and facilities available including:

- spa with saunas, Turkish baths, hydrotherapy, aromatherapy and gym
- 116 metre long pool area with pools and 4 jacuzzis
- fitness centre, mini-golf, tennis, basketball and volleyball
- 4 restaurants and a sushi bar
- art gallery, theatre, music hall and panoramic disco.

In the grand central foyer, with a spectacular waterfall and three bridges, guests can enjoy piano music while seated on transparent flooring, suspended over the water.

Fig. 3

Refer to Fig. 3.

(a) Identify **four** cruise circuits on which the MSC Musica is likely to be in service.

- 1 .....
- 2 .....
- 3 .....
- 4 ..... [4]

(b) Describe **three** characteristic features of cruise ship cabin accommodation.

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

(c) Explain **two** reasons why the MSC Musica is only in the Mediterranean during the period April to October.

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



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**Question 4**

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Refer to Fig. 4, an extract from the Lao People's Democratic Republic National Tourism Administration website.

Lao People's Democratic Republic (PDR) opened its doors to welcome tourists from every continent around the world in 1998. The tourism sector plays a significant role in the socio-economic development of the Lao PDR. Laos is blessed with overwhelming and unexploited nature, pleasing every tourist who has come here.

The main aims are:

1. The Government will play a central role in the conservation, protection and development of cultural, natural and historic tourism that is sustainable and involves and benefits local people.
2. The Government considers tourism as a component of national economic development to encourage production, the service sector, increase foreign exchange earnings, create employment, generate income and raise the living standards of the multi-ethnic Lao people.
3. The Government promotes activities such as traditional festivals related to the national cultural and artistic heritage of the multi-ethnic Lao People, in order to encourage domestic and international tourism.
4. The Government respects and protects the rights and safety of tourists.
5. The Government actively creates convenient conditions. It protects individual rights and those of the national and international investors that are engaged in promoting and investing in the tourism sector.

The "*New Tourism Landscape*" is the new campaign to attract tourism. We welcome you to what Laos has to offer, development potential as the nation enters the new century.

**Fig. 4**

**(a)** Identify **four** positive economic impacts that the Lao People's Democratic Republic government hopes will result from tourism development in the country.

- 1 ..... [4]
- 2 .....
- 3 .....
- 4 .....

(b) Explain **two** negative economic impacts that are often associated with the arrival of “international investors”, such as foreign-owned hotel chains.

1 .....

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2 .....

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..... [4]

(c) The Lao People’s Democratic Republic is a Less Economically Developed Country (LEDC). Explain **three** ways in which the expansion of tourism in the country might create negative social and cultural impacts.

1 .....

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2 .....

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3 .....

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..... [6]

(d) Many countries have “traditional festivals” that attract visitors. Name **one** example of an important festival with which you are familiar and explain **two** ways in which it appeals to visitors.

Name of festival ..... [1]

1 .....

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2 .....

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..... [4]

