

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

Date .....

Name (Mr/Mrs/Miss/Ms) .....

Address .....

City ..... State .....

Code ..... Country .....

Phone ..... Fax .....

Email .....

Nationality ..... Birthday (dd/mm/yy) .....

**Please indicate your level of satisfaction of our service, facilities & attractions.**

✓✓✓	✓✓	✓	✗	N/A
COMPLETELY SATISFIED			NOT AT ALL SATISFIED	NOT APPLICABLE

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**Entrance**

	0-10 MINUTES	10-20 MINUTES	20-30 MINUTES	30+ MINUTES
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1. Speed of entry

2. Were you offered any explanation for the wristband and its functions?  YES  NO

3. Was it easy to use our locker system? If no, please explain why:  YES  NO

.....

**How do you rate our employees?**

4. Lifeguards	✓✓✓	✓✓	✓	✗	N/A
---------------	-----	----	---	---	-----

a. Greeting you with a smile

b. Helping you

c. Professional appearance

d. Protection of guests

5. Security

a. Greeting you with a smile

b. Helping you

c. Professional appearance

6. Food & Beverage

a. Greeting you with a smile

b. Helping you

c. Professional appearance

7. Admissions

a. Greeting you with a smile

b. Helping you

c. Professional appearance

8. Was any employee particularly helpful?  YES  NO  
If yes, please name the employee(s):  
.....

**Jumeirah Hallmarks**

9. Were you greeted with a smile every time

a. we served you?  YES  NO

b. we assisted you?  YES  NO

c. you met an employee?  YES  NO

10. Did we ever say NO as a first response?  NO  YES

11. Was an attitude of mutual respect displayed amongst our employees?  YES  NO

**Park services**

12. Cleanliness of the changing rooms and restrooms      N/A

13. Overall cleanliness of the waterpark

**Food & Beverages**

14. Which restaurants did you visit?  
 JULSHAN'S KITCHEN  SINBAD'S GALLEY  ALI'S BBQ  LEILA'S STAND  
 LEILA'S OASIS  SHAHBANDAR'S CAFÉ

15. How would you rate the following?

	0-5 MINUTES	5-10 MINUTES	10-15 MINUTES	15+ MINUTES
--	-------------	--------------	---------------	-------------

a. Speed of service

b. The food you ordered prepared to your satisfaction      N/A

c. Suggestion of other foods you would like to see:  
.....

**Rides**

16. How would you describe your experience on the rides?      N/A

17. How was the water temperature in the pool and on the rides? COMFORTABLE TOO WARM TOO COLD

**Overall**

18. How would you rate the Wild Wadi?      N/A

19. If we did not completely satisfy you at any point, please explain why:  
.....

20. Have you visited Wild Wadi before?  YES  NO  
If yes, how many times:  
.....

21. How did you hear about Wild Wadi?  
.....

22. Are you residing in the UAE?  YES  NO

23. Are you staying in a hotel?  YES  NO  
If yes, please name the hotel:  
.....

24. Any other suggestions/comments that would help us improve our service:  
.....

25. If you had the opportunity, would you visit Wild Wadi again?  
 YES  NO  
If no, please explain why:  
.....

26. How likely are you to recommend Wild Wadi to a friend or a colleague?  
10 9 8 7 6 5 4 3 2 1 0  
Extremely likely Neutral Not at all

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

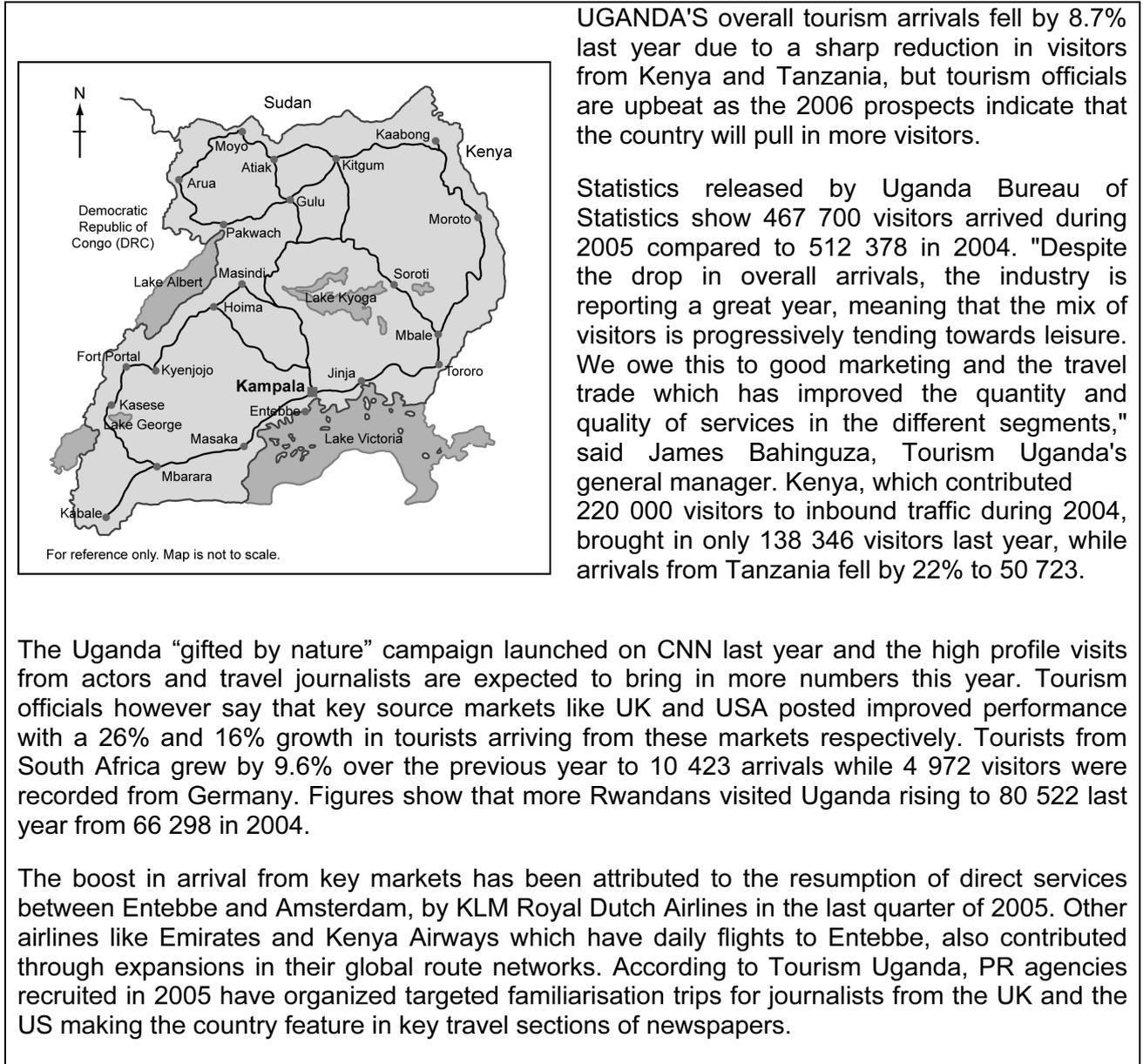


Fig. 3.

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]

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*Copyright Acknowledgements:*

Question 1: [www.nyevisit.com](http://www.nyevisit.com)

Question 3: Fig.3 [www.TravelIndustry.review](http://www.TravelIndustry.review)  
Fig 3 [www.ugandaTourism.org](http://www.ugandaTourism.org)

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