



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS  
General Certificate of Education Advanced Subsidiary Level and Advanced Level

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**TRAVEL AND TOURISM**

**9395/11**

Paper 1 Core

**October/November 2013**

INSERT

**2 hours 30 minutes**

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**READ THESE INSTRUCTIONS FIRST**

This Insert contains all the Figures referred to in the questions.

Anything the candidate writes on this Insert will not be marked.

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This document consists of **5** printed pages and **3** blank pages.



Fig. 1 for Question 1

**CUSTOMER SATISFACTION RESULTS**

| <b>Service feature</b>    | <b>Excellent</b> | <b>Good</b> | <b>Satisfactory</b> | <b>Poor</b> | <b>Very poor</b> |
|---------------------------|------------------|-------------|---------------------|-------------|------------------|
| Welcome/Arrival           | 21<br>37%        | 25<br>45%   | 9<br>16%            | 1<br>2%     | 0<br>0           |
| Value for money           | 8<br>16%         | 31<br>62%   | 8<br>16%            | 3<br>6%     | 0<br>0           |
| Reception on arrival      | 12<br>22%        | 32<br>58%   | 10<br>18%           | 0<br>0      | 1<br>2%          |
| Menu offered              | 10<br>22%        | 22<br>48%   | 13<br>28%           | 1<br>2%     | 0<br>0           |
| Food quality              | 13<br>27%        | 19<br>40%   | 13<br>27%           | 3<br>6%     | 0<br>0           |
| Wine selection            | 10<br>22%        | 22<br>48%   | 12<br>26%           | 1<br>2%     | 1<br>2%          |
| Speed of service          | 15<br>30%        | 20<br>40%   | 13<br>26%           | 2<br>4%     | 0<br>0           |
| Friendliness              | 14<br>26%        | 27<br>51%   | 11<br>21%           | 1<br>2%     | 0<br>0           |
| Overall dining experience | 12<br>26%        | 25<br>53%   | 9<br>19%            | 1<br>2%     | 0<br>0           |
| Cleanliness               | 20<br>36%        | 26<br>46%   | 9<br>16%            | 0<br>0      | 1<br>2%          |

Fig. 1

Fig. 2 for Question 2



Fig. 2

Fig. 3 for Question 3

## **New luxurious beachfront resort opens in Malaysia**

Sari Pacifica is a newly launched Malaysian global tourism brand that specialises in the development and management of luxury boutique hotels, resorts and spas. Sari Pacifica is developing a chain of resorts on the beaches and islands of Malaysia and in other South-East Asian countries. Sari Pacifica recently opened four luxurious resorts in Malaysia, including the small-scale resort on Sibul Island.

### **Sari Pacifica's Sibul Island Resort**

The resort is located on Sibul Island, which is part of a string of islands that form the beautifully preserved Johor Marine Park, a conservation area. It is surrounded by a lush tropical forest and features a collection of 44 secluded villas built from locally sourced materials. Each villa contains a large LCD television and entertainment unit, huge comfortable bed and bathroom with a spa bathtub for two. Activities include snorkelling and diving in the clear waters of the South China Sea, island hopping and visiting the marine park.

Resort facilities include:

- swimming pool
- restaurant and bar
- lounge area with concierge
- three spa villas
- resort shop and amenities
- diving and snorkelling
- ferry/boat service
- complimentary Wi-Fi coverage and cable TV

The destination is accessible to both domestic and international visitors although direct access to Sibul Island is limited. Flights are available daily from Kuala Lumpur to Johor Bahru operated by both Malaysia Airlines and Air Asia. From Johor Bahru Airport it will take approximately 1.5 hours to drive to Tanjung Leman jetty and then it is a 15 minute boat transfer to the Sari Pacifica Resort. It is also easy to travel by road to the jetty, with Singapore a 2.5 hour drive away and from Kuala Lumpur the journey takes approximately 4 hours.

Fig. 3

**Fig. 4 for Question 4**

## **Cruise tourism is growing in Oman**

Cruise tourism is one of the fastest growing components of the travel and tourism industry worldwide. Oman is now an important cruise destination. In 2010, 109 cruise ships called at Muscat Port carrying 340 000 passengers. This is a significant increase on 2009, when Muscat Port handled the arrival of 84 cruise liners with 220 000 passengers.

The opening of the modern cruise terminal at Port Sultan Qaboos made Muscat an attractive option for cruise liners to use as a port of call. Oman, with its authentic Arabian heritage, wants to share in the global cruise tourism market. The current world market for cruising is estimated to be worth \$14 billion, generated by approximately 10 million customers using the onboard facilities of some 300 ships.

One cruise company featuring Oman as a destination is Royal Caribbean International. The company's ship 'Brilliance of the Seas' welcomes guests from all over the world, including the UK, the US, Germany, Russia and Asia. Royal Caribbean International offers many shore excursions to explore the sights of Muscat, one of the oldest cities in the Middle East. Passengers have the opportunity to:

- visit fascinating forts
- have a walking tour of Muscat
- dine with a local family to experience Arabian hospitality
- watch turtles at night
- go dolphin watching
- visit the colourful Muttrah Souq (market), with its scents of exotic Arabian perfumes and spices

'Brilliance of the Seas' features indoor and outdoor swimming pools, a fitness centre and day spa, an indoor and outdoor sports deck with golf simulator, sports courts, a rock-climbing wall and a jogging track. It also has a wide range of dining options, shopping arcades and a movie theatre. The guests can also enjoy the cruise line's award winning Broadway-style musical revues from Royal Caribbean Productions in the Pacifica Theatre.

**Fig. 4**





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