



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

CANDIDATE
NAME

CENTRE
NUMBER

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TRAVEL AND TOURISM

9395/01

Paper 1 Core

October/November 2012

2 hours 30 minutes

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.
 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 **17** printed pages and **3** blank pages.



Question 1

Refer to Figs 1 and 2, a photograph taken before a private function at an international hotel and description for hotel waiting staff.



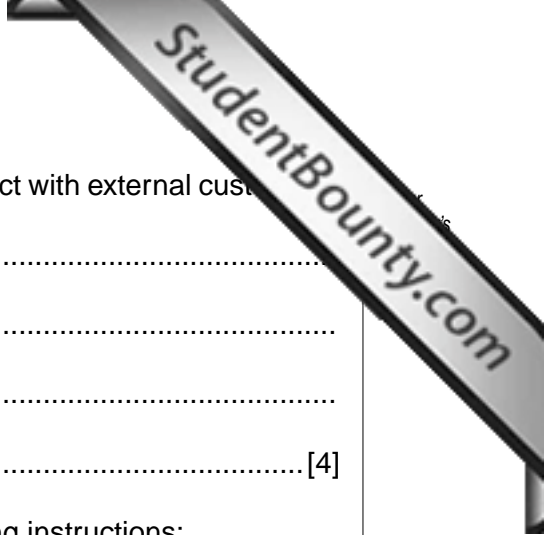
Fig. 1

Waiting staff duties

All waiting staff play an important role in the enjoyment of the guest's meal, complementing the efforts of the kitchen staff. It is your timing skills that ensure no delay in bringing the food from the kitchen and that it is attractively served. You will advise guests on the food and drinks available, serve the food and drinks without unnecessarily disturbing the guests, keep the table clear of unwanted items, replenish drink and wine glasses, and help to keep the restaurant looking pleasant. You are also responsible for greeting guests, showing them to their table, taking orders and, at the end of the meal, collecting payment.

High standards of personal presentation and hygiene are expected. You must be careful not to touch food, or the surfaces of china, cutlery or glassware that will come into contact with food or drink or the guest's mouth. Working safely, so that you avoid accidents, is also important. You will help prepare the restaurant for service, and clear away when all the guests have gone. You may be asked to serve at banquets, cocktail parties, special dinners, weddings and other functions (silver service).

Fig. 2

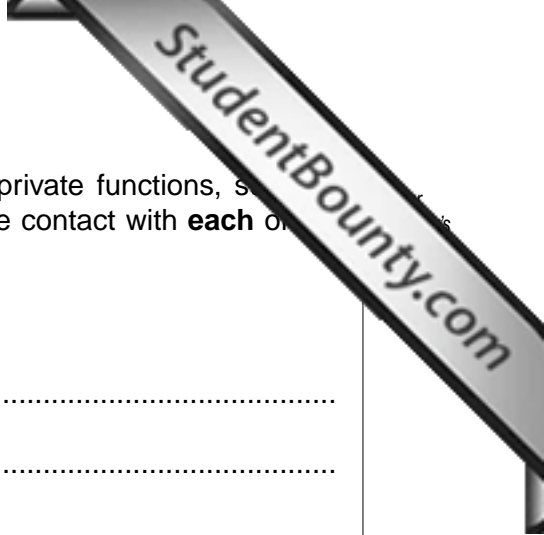


(a) Identify **four** ways in which waiting staff are expected to interact with external customers

- 1
- 2
- 3
- 4 [4]

(b) Briefly explain why waiting staff are given **each** of the following instructions:

- uniforms should be clean and freshly pressed
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.....
- fingernails should be clean, short and well-cared-for
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.....
.....
- do not use too much perfume
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.....
.....
..... [6]



(c) Waiting staff frequently have to prepare the restaurant for private functions, such as the one shown in Fig. 1. Describe how this is likely to involve contact with **each** of the following internal customers:

- hotel laundry staff

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- kitchen staff

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- reception/reservations staff

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[6]



- (d) With reference to **one** travel and tourism job role with which you are familiar, assess ways in which the employee's performance can be monitored.

Chosen travel and tourism job role

[A large area of the page is filled with horizontal dotted lines for writing the answer.]

Question 2

Refer to Fig. 3, an extract from the website of Travel Star Holidays in Brunei Darussalam. The company now offers 'special packages' to specific niche tourism markets, such as **Medical** tourism, **Adventure** tourism, **Sports** tourism and **Ecotourism**.

★ **Travel Star Holidays** ★


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BOOK-IT-
YOURSELF

TERMS AND
CONDITIONS

Fig. 3

- (a) Identify the **three** ways in which Travel Star Holidays' customers can make bookings for travel products.

- 1
- 2
- 3 [3]

- (b) Complete the following table by identifying the most likely niche market for each of the listed travel packages.

Travel package details	Niche market
A trip to Victoria Falls for white-water rafting on the River Zambezi.	
Return visit to Singapore for private consultation with a specialist at Raffles Hospital.	
A weekend in Manchester to see Manchester United play Liverpool in the Premier League.	

[3]

- (c) Religious tourism is also an example of a niche market. Using **one** example with which you are familiar, describe the characteristics of religious tourism.

Name of chosen example

Description

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[4]

Question 3

Refer to Fig. 4, Key Tourism Statistics for New Zealand.

Key Tourism Statistics

March 2010

Domestic Tourism		Year ended December 2008	
		(millions)	Annual Growth
Day trips	28.3		3.6%
Overnight trips	15.1		1.1%
Total nights	44.5		0.4%
Purpose of Visit:		(millions)	
Holiday	17.7		4.3%
VFR	14.1		11.3%
Business	9.2		-13.6%
Education	0.5		30.2%
Other	1.6		17.9%
Expenditure:		(millions)	
Day trip spend	\$2920		14.5%
Overnight trip spend	\$5138		2.0%
Total domestic spend	\$8058		6.2%
Average spend per day trip	\$103		
Average spend per overnight trip	\$341		
Average spend per night	\$116		

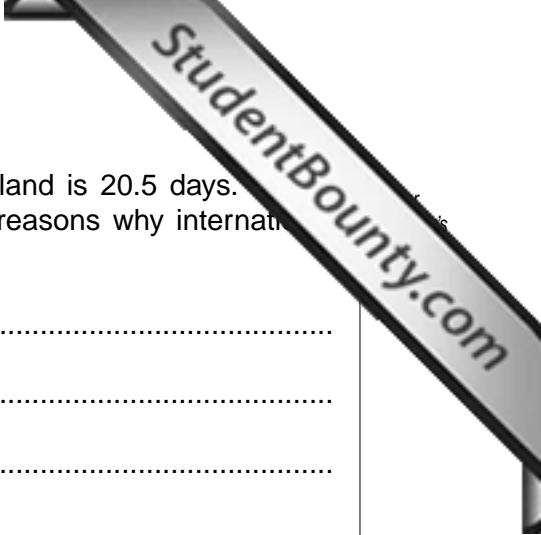
International Visitor Arrivals		Year ended January 2010	
International Arrivals:			
2 471 004, up 21 986 or 0.9% on the previous year.			
Key Markets:		Annual Growth	
Australia	1 095 696		12.0%
UK	258 228		-8.0%
USA	197 843		-4.6%
China	97 432		-15.9%
Japan	79 594		-20.3%
Combined, these markets provided 70% of international visitors to New Zealand for the year ended January 2010.			
Purpose of Visit:		Annual Growth	
Holiday	1 188 292		0.9%
Visit Friends and Relatives (VFR)	793 260		6.4%
Business	232 456		-6.9%
Average intended length of stay: 20.5 days			

Economic Contribution		Year ended March 2009	
Tourism Expenditure:		(billions)	
International	\$9.3*		
Domestic	\$12.4		
Total	\$21.7		
(Domestic expenditure comprises \$9.7 billion household expenditure and \$2.7 billion business and government expenditure.)			
Tourism Exports:		International tourist expenditure accounted for \$9.3 billion or 16.4% of New Zealand's total export earnings.	
Direct and Indirect Contribution to GDP:		Tourism directly and indirectly contributes \$15.0 billion (or 9.1%) to New Zealand's total GDP (excluding GST and import duties).	
Tourism Employment:		Tourism supports 94 600 direct and 90 200 indirect (184 800 total) full-time equivalent jobs (9.6% of the total workforce in New Zealand).	
*Includes international airfares paid to New Zealand carriers.			

Fig. 4

(a) Identify New Zealand's **four** most important key markets for international visitors.

- 1
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- 3
- 4 [4]



(b) The average international visitor length of stay in New Zealand is 20.5 days. This is much higher than in many other destinations. Explain **two** reasons why international visitor lengths of stay vary.

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(c) Explain **three** changing socio-economic factors that cause increased levels of domestic tourism in countries such as New Zealand.

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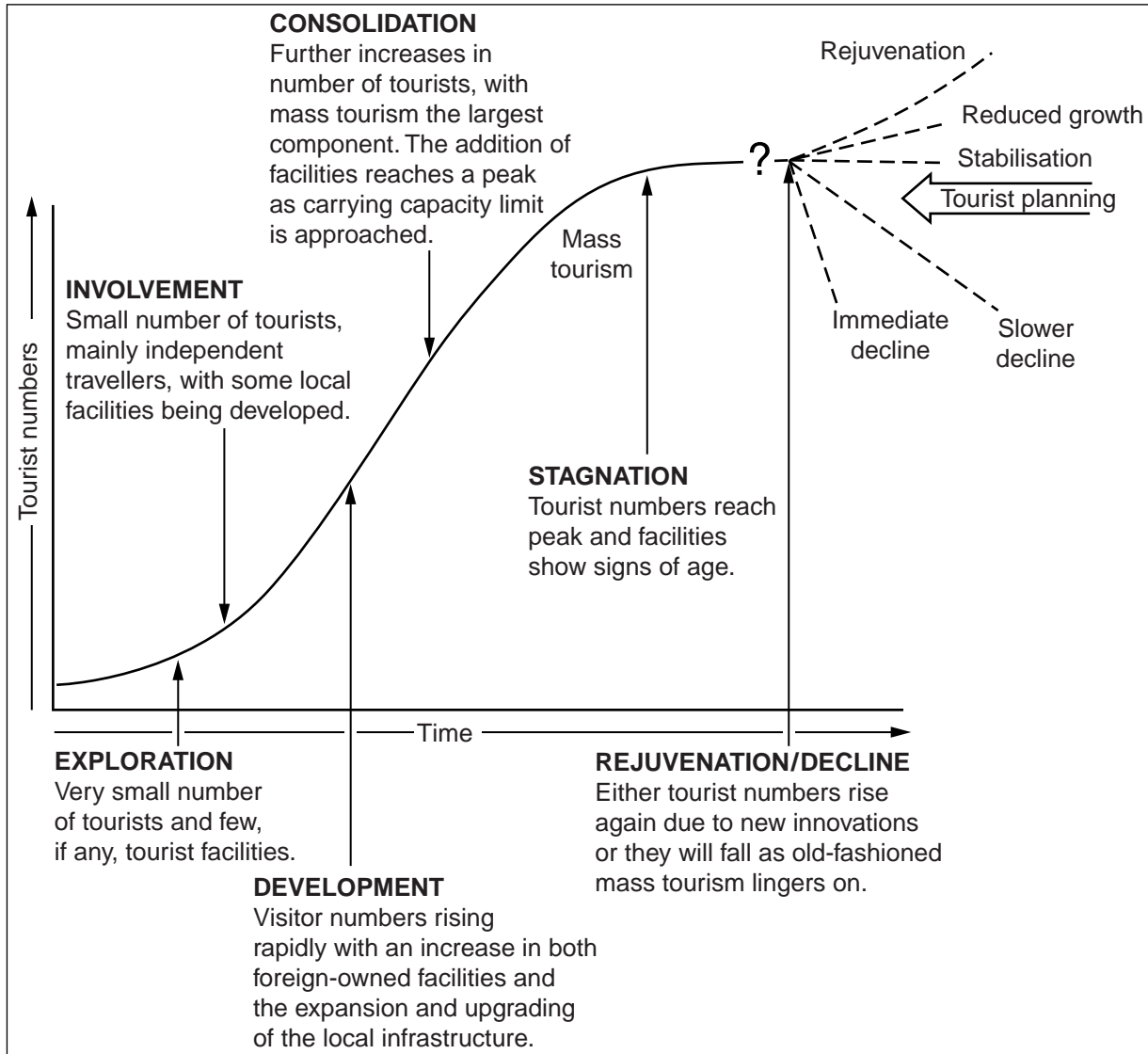
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PLEASE TURN OVER FOR QUESTION 4.

Question 4

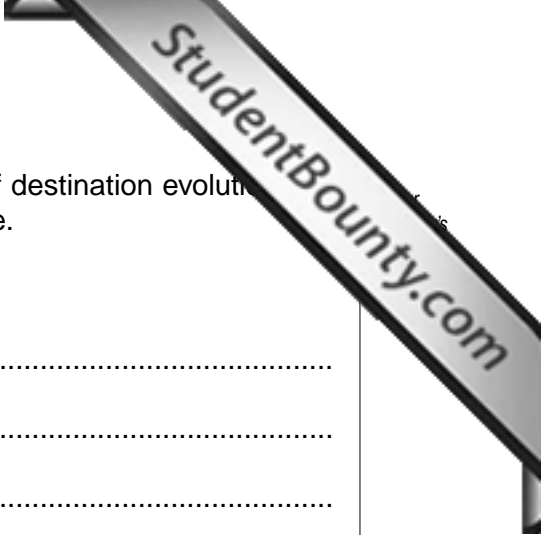
- (a) Refer to Fig. 5, a diagram showing the stages associated with the Butler model of destination evolution and two photographs taken by international tourists in locations at different stages of destination evolution.



Photograph A



Photograph B



For **each** photograph, suggest the most likely Butler stage of destination evolution that has been reached and give a brief explanation for your choice.

- Photograph A

Butler stage

Explanation

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- Photograph B

Butler stage

Explanation

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[6]

(b) The destinations in which Photographs A and B were taken are both national parks. Explain **two** objectives of national parks.

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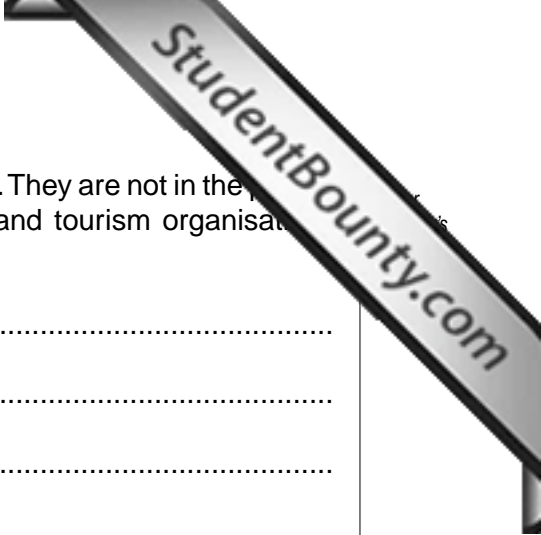
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(c) National parks are examples of non-commercial organisations. They are not in the private sector. Explain **three** ways in which non-commercial travel and tourism organisations are usually funded and generate revenue.

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- (d) With reference to **one** destination with which you are familiar, assess the threats to the future development of its tourism industry.

Name of chosen destination

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Fig. 4 © <http://www.touristtimes.net.nz/site/tourtimes/files/KeyTourismStatisticsMar2010.pdf>.
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