UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
General Certificate of Education Ordinary Level

CANDIDATE NAME

CENTRE NUMBER

CANDIDATE NUMBER

TRAVEL AND TOURISM **7096/01**

Core Module **October/November 2009**

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	
1	
2	
3	
4	
Total	

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UNIVERSITY *of* CAMBRIDGE
International Examinations

[Turn over

Question 1

Refer to Figs. 1(a) and 1(b) which contain information about Bangkok's new airport.

Suvarnabhumi Airport

Suvarnabhumi Airport (BKK) is located on a 31 sq km site in the Samut Prakarn province of Thailand, 30km east of Bangkok. Road access to the new airport is provided by a series of new highways connected to Bangkok's existing outer ring road. The main access road is an elevated 2 x 5 lane road that leads from the passenger terminal through the northern part of the site to the new Bangkok-Chonburi highway.

The construction of the City Airport Terminal in Makkasan and a 28.6km high-speed rail link to the new airport started in July 2005 were completed by the end of 2007. The airport rail express, informally known as the Pink Line, offers airport-bound passengers a fast 15 minute limited stop journey from the city.

Fig. 1(a)

Airport Express

Airport Express provides an air-conditioned bus service between Suvarnabhumi Airport and many of the first-class Bangkok hotels. Airport Express operates 4 bus routes to the downtown area. The cost is only 150 baht for the entire route. The Airport Express services operate from 5:00 am to midnight.

Fig. 1(b)

(a) Using only information from Fig. 1(a), describe **two** ways in which the new a   location has been made more accessible to passengers travelling from Bangkok.

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2 ....

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.... [4]

(b) Identify and explain **two** ways in which the Airport Express bus service described in Fig. 1(b) is likely to appeal to international travellers arriving at Suvarnabhumi Airport (BKK).

Appeal 1 ....

Explanation ....

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Appeal 2 ....

Explanation ....

.... [4]

(c) Passengers arriving at Suvarnabhumi Airport (BKK) can be classified as being different types of tourist. State the **three** main categories into which all tourists may be classified.

1 ....

2 ....

3 .... [3]

(d) Using Fig. 1(a) and Fig. 1(b) and your own knowledge, state and explain **four** n......... impacts that are associated with the development of large international airports.

Impact 1 ....

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Explanation ....

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Impact 2 ....

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Explanation ....

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Impact 3 ....

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Explanation ....

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Impact 4 ....

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Explanation ....

.... [8]

(e) Discuss the essential personal skills that airport check-in staff will be expected to possess.

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.... [6]

[Total: 25]

Question 2

Refer to Fig. 2, information about Dubai's cruise terminal.

Dubai's Cruise Terminal

The new Dubai Cruise Terminal is the only cruise terminal in the world operated by a government department of tourism. This means extra attention to every visitor who stops at Dubai.

Cruise Facilities & Services:

Extensive docking facilities
- Spacious 3.3 sq km ultra-modern cruise terminal.
- 335m of Quay with 35m of Quayside.
- Entire site surrounded by perimeter fencing with security system.

Well-equipped in-terminal services
- Highly efficient reception check-in.
- Competent information centre with concierge service.
- Luxurious VIP lounge.
- Pleasant relaxation zone and a delightful cafe.
- Rest rooms with disabled access toilets.
- Special facilities for the physically challenged (wheel chairs, electric carts & ramps).
- Big screen entertainment centre.
- World-class Duty Free and retail shops.
- Heritage and culture exhibits.
- Beautiful Arabian palm garden.

Excellent communication and business assistance
- Authorised money exchange.
- Convenient computer terminals and an Internet centre.
- Post office and other communication facilities.
- Conference facilities and business centre.

Well-developed transportation network
- Personal & baggage security screening.
- Covered baggage handling area.
- Parking for tour buses as well as a taxi stand.

Fig. 2

(a) Identify **four** terminal leisure facilities that visiting cruise passengers may make use of.

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4 .... [4]
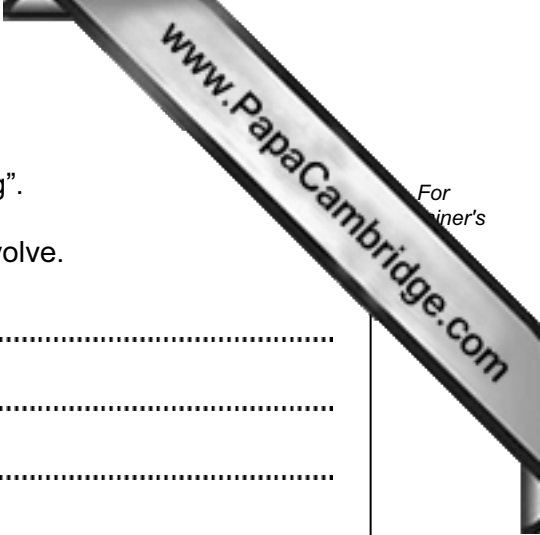
(b) The terminal provides "personal & baggage security screening".

Explain what **both** of these aspects of security are likely to involve.

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.... [4]

(c) Dubai Cruise Terminal is a pick-up point for tour buses.

State and explain **three** ways in which city bus tours are likely to appeal to cruise passengers.

Appeal 1 ....

Explanation ....

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Appeal 2 ....

Explanation ....

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Appeal 3 ....

Explanation ....

.... [6]

(d) Many passengers choose to have a cruise holiday because they can visit destin_____ located in different environments.

Complete the following table by filling in the term which best describes the climate of each of the listed cruise destinations.

Cruise ship destination	Climate zone
Dubai (the Arabian Gulf)	
Montego Bay, Jamaica (Caribbean Sea)	
Barcelona, Spain (Mediterranean Sea)	
Singapore (1N, 103W)	
Alaska (North Pacific Ocean)	

[5]

(e) With reference to **one** ferry route with which you are familiar, evaluate the reasons for its use by international travellers.

Chosen ferry route ....

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[6]

[Total: 25]

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Question 3

Refer to Fig. 3, a news report about Indian tourism.

Incredible India

Sustaining its growth in the tourism industry, India witnessed an increase in foreign tourist arrivals from 3.92 million in 2005 to 4.43 million in 2006. Foreign exchange earnings from tourism have also shown a huge growth from US$5730 million in 2005 to US$6569 million in 2006, achieving an increase of 14.6 percent, according to an official press release from the Indian Ministry of Tourism (INM).

Sharing information on the ongoing projects, the INM announced that it has brought out guidelines for classification of Apartment Hotels, Time Share resorts and Guest Houses in order to meet the rising demand for accommodation due to increased growth in tourist arrivals. The Indian Ministry of Tourism has approved:

- 129 budget category hotels
- 146 new hotel projects with 12623 rooms.

It has also been decided to build up a required inventory of budget category rooms through recognition of spare rooms available with various house owners by classifying these facilities as "Incredible India Bed & Breakfast Establishments," under 'Gold' or 'Silver' category. This facility will make rooms available at affordable cost for ordinary tourists, who wish to visit India and also give them an opportunity to stay with Indian families and experience the Indian culture.

Fig. 3

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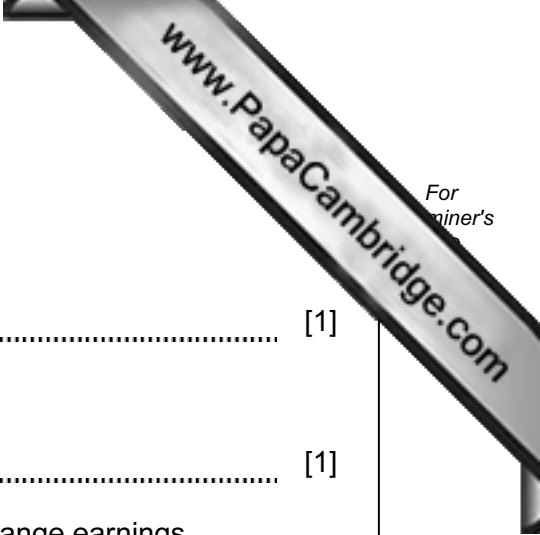
(a) The Indian tourism industry is growing. Identify the following:

   (i) The number of foreign tourist arrivals in 2006.

.... [1]

  (ii) Indian tourism's foreign exchange earnings in 2006.

.... [1]

 (iii) The percentage increase from 2005 in these foreign exchange earnings.

.... [1]

(b) Tourists visiting India can choose to stay in different types of accommodation.

Describe the facilities that you would expect to be provided in each of the following:

Apartment Hotels ....

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Budget Category Hotels ....

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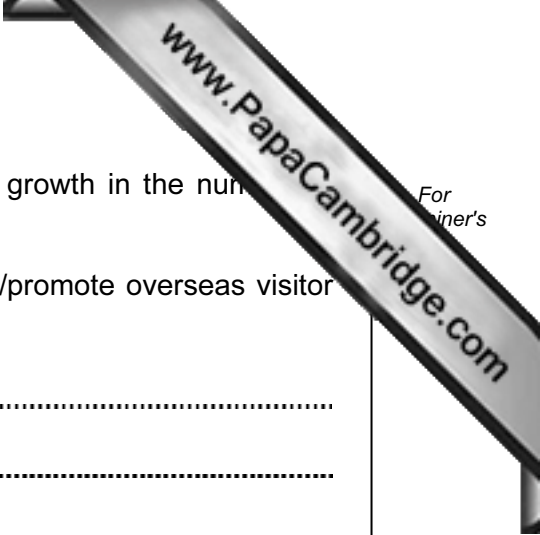... [4]

(c) The Indian Ministry of Tourism will try to encourage further growth in the num~~~~~ tourist arrivals.

State and explain **four** methods likely to be used to support/promote overseas visitor~~~~~ arrivals.

Method 1 ....

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Explanation ....

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Method 2 ....

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Explanation ....

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Method 3 ....

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Explanation ....

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Method 4 ....

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Explanation ....

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(d) Evaluate the negative social and cultural impacts that can result from the development of tourism in countries like India.

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Question 4

Refer to Fig. 4, a photograph of tourists visiting the famous Alhambra Palace in Granada, Spain.

Fig. 4

(a) State **three** services/facilities which are usually provided for the convenience of visitors to famous historic attractions such as the Alhambra Palace.

1 ....

2 ....

3 .... [3]

(b) State and explain **three** methods that historic built attractions are likely to use i............ to preserve and maintain their historic status.

Method 1 ....

Explanation ....

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Method 2 ....

Explanation ....

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Method 3 ....

Explanation ....

.... [6]

(c) Many of the Alhambra Palace's visitors will be on a day trip excursion as part of their holiday.

Describe how holiday excursions are usually organised.

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(d) There are many different types of cultural attraction. In the table below, name example of **each** of the following types and state **one** reason for the visitor appea each chosen example.

Type of cultural attraction	Name of example	Reason for visitor appeal
Important religious building		
Carnival/Festival		
Gallery/Museum		

[6]

(e) Discuss the reasons for the growth of short 'city break' holidays.

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[Total: 25]