



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
General Certificate of Education Advanced Level

CANDIDATE
NAME

CENTRE
NUMBER

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TRAVEL AND TOURISM

9395/01

Paper 1 Core

November 2008

2 hours and 30 minutes

Candidates answer on the Question Paper

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.



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1	
2	
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Total	

This document consists of **16** printed pages and **4** blank pages.



Question 1

KEYS TO SUCCESS

10 POINTS TO REMEMBER WHEN SERVING THE MEAL

- 1 Is your **UNIFORM** clean, smart and tidy and do you look your best?
- 2 Do you know what is on the **MENU** and if there are any **ALTERNATIVES** available if you are asked?
- 3 Do you know where the customer **TOILETS** are?
- 4 Do you know the **TIMINGS** of the day?
- 5 Have you got a **SERVICE CLOTH**, a tray and an order pad and pen, if required?
- 6 When your guests arrive, **INTRODUCE** yourself, tell them you will be looking after them for the day.
- 7 Serve all food from the **LEFT** and all drinks from the **RIGHT** - dirty plates should be cleared from the **RIGHT**. Always use a salver to clear glasses.
- 8 When pouring drinks in the right hand, always put your **LEFT** hand behind your **BACK** - only fill glasses 2/3 full, never to the top.
- 9 If some guests order a cold main course and some a hot meal, always serve the **COLD DISHES FIRST**.
- 10 Avoid a long wait between the service of the meat and the vegetables by working with **A PARTNER** on the service of the main course.

SMILE! FIRST IMPRESSIONS COUNT!

Property of Compass Group UK

SERVING THE MEAL

Fig. 1

Refer to Fig.1, a 10 point guide for staff working in a hospitality environment.

(a) Identify which **one** of the 10 points refers directly to:

(i) product knowledge

..... [1]

(ii) teamwork.

..... [1]

(b) With reference to Fig. 1 describe how waiting staff are expected to create good first impressions.

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(c) Analyse **two** ways to monitor the effectiveness of the customer service provided by the waiting staff.

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(d) Explain **two** types of service encounter that the waiting staff in Fig. 1 will have with internal customers.

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(e) With reference to travel and tourism examples with which you are familiar, assess how customer service delivery has been improved.

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Question 2

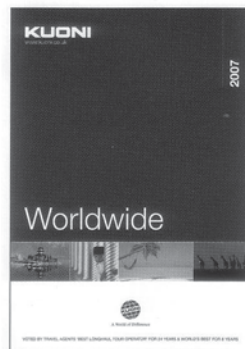
Collect miles when you book with AIRMILES

Book your holiday through our Travel Centre and you'll have a good reason to smile. We guarantee to match the price on the same holiday with another travel company, plus you could collect enough miles to pay for your next trip. And don't forget, our team of travel experts are on hand to help you make the most of wherever you decide to go. Ring our call centre to book your holiday today.

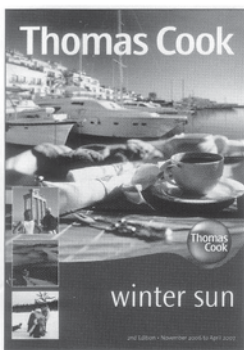
As with any travel agent, you can book any package holiday through us, here is just a selection:



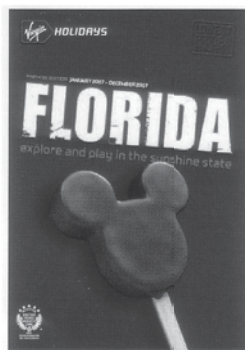
Thomson



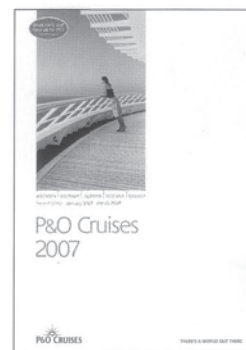
KUONI
The future of travel. Since 1906



Thomas Cook



Virgin HOLIDAYS



P&O CRUISES

3 REASONS TO BOOK THROUGH AIRMILES

- Price Match Guarantee.
- No credit card charges or booking fee.
- The only place to collect miles on your holiday.

Don't miss out. Book by 7 February 2007.

Fig. 2

Refer to Fig. 2, part of an Airmiles promotional leaflet.

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(a) Describe the main differences between a travel agent and a tour operator.

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(b) Identify the **two** brochures that are season-specific.

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2 [2]

(c) Suggest advantages to Airmiles in operating through a call centre instead of retail outlets.

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(d) Explain **three** advantages for destinations that are ports of call for cruise ships.

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Question 3

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LOS ANGELES OPENS TOURIST OFFICE IN BEIJING

The Los Angeles Convention and Visitors Bureau (LA INC.) has recognised the importance of the emerging Chinese visitor market and worked over the last year to establish its overseas bureau.

China is currently the fastest growing market for Los Angeles, with a population of 1.3 billion people, of which 176 million (to grow by 50 million in the next three years) have enough resources to travel internationally. "Opening the office in China will help expand the global reach of LA INC." said Mark Liberman, President of LA INC. He projects 12% growth between 2007 and 2010, based on average growth achieved in 2005 when 86 000 Chinese visited Los Angeles.

The World Travel and Tourism Council reported that China's outbound tourism market is projected to grow to 100 million international travellers by 2020. As China's GDP grows by 9.9% annually, with an economy increasing to US\$ 3 trillion, the country expects to quadruple its GDP in 20 years, averaging 7.3% annual growth. Numbers reflect positive trends of a population of 250 million with an increasing disposable income.

Analysts predict inbound travel from China to the U.S. will expand by 46% between 2005 and 2008. As home to the second largest Chinese-American community in the United States, Los Angeles can expect to receive a significant number of visiting friends and relatives. Los Angeles is the only city in America servicing all three Chinese national carriers - Air China, China Southern Airlines and China Eastern Airlines. Los Angeles International Airport is also the only U.S. airport providing 19 weekly non-stop flights from Beijing, Shanghai and Guangzhou to Los Angeles. Air alliances give Los Angeles a firm footing at the hubs in Beijing and Shanghai, where 15 million and 18 million people live respectively – a market size that can boost Los Angeles' economy.

Fig. 3

Refer to Fig. 3, a recent travel industry news item.

(a) Identify the **three** Chinese cities with direct flights to Los Angeles.

- 1
- 2
- 3 [3]

(b) State **three** services likely to be provided at the Los Angeles Convention and Visitors Bureau in Beijing.

- 1
- 2
- 3 [3]

(c) With reference to Fig. 3, explain **two** reasons why China is likely to offer Los Angeles a large tourist market.

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(d) The China National Tourism Administration (CNTA) is a public sector organisation. Discuss the main objectives of public sector tourism organisations.

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Question 4



Fig. 4(a)



Fig. 4(b)

 A real estate advertisement sign for 'Société Immobilière New Star'. The sign is mounted on a metal post and features a photograph of the residential complex on the left. The text on the sign is as follows:

**Société Immobilière
New Star**
Yasmine Hammamet, Hammamet Sud

Ensemble Résidentiel de Haut Standing

A Vendre

- S+1: 18 Appartements
- S+2: 18 Appartements
- S+3: 18 Appartements
- Piscine, Piscine pour enfants.
- Aires de jeux et Espaces verts.
- Revêtement Haut gamme.
- Menuiserie en Bois Rouge.
- Cuisines Equipées.
- Climatisation Chaud et Froid.
- Robinetterie et Sanitaire de Luxe.
- Parking extérieurs et sous sol.
- Ligne Parabolique et Téléphonique pour chaque appartement.

Pour tout Renseignement Contacter:
Adresse: Résidence Yasmine | lotissement Frères Jedidi,
Yasmine Hammamet, Hammamet Sud
Tél.: 216 72 240 340
Fax: 216 72 240 499
Gsm: 216 98 234 953

Fig. 4(c)

Refer to Figs. 4(a), 4(b) and 4(c) which show some of the new developments taking place around the Hammamet Yasmine Marina in Tunisia, a Less Economically Developed Country (LEDC) in North Africa.

(a) Fig. 4(c) shows that building development is taking place around Hammamet. State **four** negative environmental impacts that may result from this development work.

- 1
- 2
- 3
- 4 [4]

(b) Explain **two** reasons for the appeal of the holiday properties shown in Fig. 4(a) to foreign owners.

- 1
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(c) Explain **four** socio-economic impacts on the local community which may be caused by the Hammamet Yasmine Marina development.

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Copyright Acknowledgements:

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Question 4 Figs. 4a, 4b & 4c; John Smith © UCLES.

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