

Centre Number	Candidate Number	Name
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UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
General Certificate of Education Ordinary Level

TRAVEL AND TOURISM

7096/01

Paper 1

October/November 2006

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.

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	

This document consists of **13** printed pages and **3** printed pages.



Question 1



Junior flier Charlotte Gordhouse wonders what all those silly hats are about.

Cabin nannies show Gulf in class

YOU KNOW what it's like – you try to sleep on a flight and suddenly you're surrounded by cabin crew keeping you awake.

This youngster is receiving attention from the latest bunch of Gulf Air Sky Nannies. The nannies first took to the air in November and feature on all the airline's flights from Heathrow.

A new group of 15 flight attendants were attending a three-day training session at the renowned Norland College in Bath.

At the end of it, the crew must demonstrate an understanding of how to meet the needs of babies and young children. Surely putting them with the VIPs in first class for a few hours is enough?

Fig. 1

Refer to Fig. 1, a news item about Gulf Air.

(a) Name **three** other carriers which fly from the UK to the Middle East.

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[3]

(b) Explain **two** reasons why Gulf Air has introduced 'Sky Nannys'.

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..... [4]

(c) Describe **three** other services that carriers like Gulf Air provide for the benefit of younger passengers.

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..... [6]

(d) Explain **three** personal skills and qualities that all air cabin crew need to have.

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(e) With reference to examples, discuss the reasons why some airlines have developed tour operations.

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Question 2

The wonder of the Red Sea

Egypt has been attracting visitors for centuries and its combination of spectacular sightseeing, modern comforts and year-round sunshine ensures that its popularity continues. It is a land of huge contrasts where ancient and modern life exist side by side and the new and rapidly developing Red Sea resorts are prime examples.

SHARM EL SHEIKH

Located at the tip of the Sinai peninsular, this growing holiday resort is perfect for sun-worshippers and the discerning holidaymaker. Situated directly on the shores of the Red Sea the beaches are white sand, backed by mountainous desert. For water sports and diving enthusiasts, the warm water with its 20 °C plus temperature and crystal clear visibility is ideal. The exotic coral leads to its reputation of being one of the best diving sites in the world. Outside the resort there are plenty of excursions to choose from including Mount Sinai, the Coloured Canyon, St Catherine's Monastery and Jeep/Camel Safaris. The most popular resort is Naama Bay which has a wide selection of bars and restaurants, including the Hard Rock Café as well as a good range of top quality hotels. With the combination of year round tropical sun, modern, high quality hotels, fascinating excursions and a warm welcome, Sharm El Sheikh is an ideal holiday destination within easy reach of the UK offering quality holidays at unbelievable prices. Ideal for couples, families, honeymooners and just about everyone! Transfer time from the airport is approximately 45 minutes.

ESSENTIAL INFORMATION



FLYING TIME: 5 hours and 30 minutes

TIME: GMT +2 hours

VISA REQUIRED: UK passport holders can obtain tourist visas on arrival at the airport.

VACCINATIONS: Hepatitis A, Polio, Tetanus, Typhoid, Malaria (for some parts of the country only), TB (for children only).

TOURIST OFFICE: 020 7493 5283

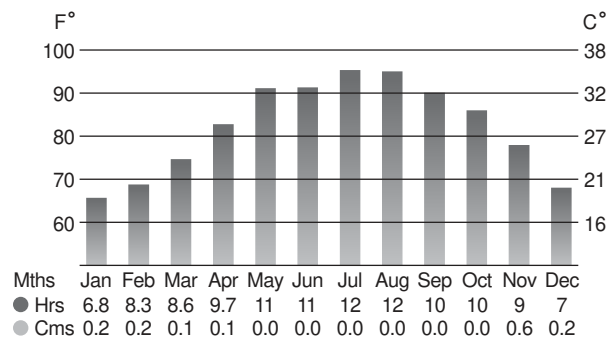
CURRENCY: The Egyptian Pound, currently at £1 = 11 Egyptian Pounds. US travellers cheques are preferred although UK travellers cheques are also accepted. Please note many hotels do not accept Egyptian pounds for payment of hotel bills - we advise that you take US dollars or a credit card with you.

LANGUAGE: Arabic. English and French are also spoken.

SHOPPING: Barter in the souks and find bargains in leatherware, jewellery, rugs and perfume.

TIPPING: Tipping is a way of life in Egypt and is expected by everyone who offers a service.

FOOD & DRINK: Egypt's location close to both the Mediterranean and Arabia gave rise to its blend of Middle Eastern and southern Mediterranean cuisine. Popular dishes include kebabs and hummus. As Egypt is a Muslim country, alcohol is not available in bars but is widely available in hotels and restaurants.



Please note Ramadan will be celebrated between 25 October and 23 November. During this time Muslims are forbidden food, drinks and cigarettes during daylight hours and visitors must refrain from consuming them in public. The actual date will depend on the sighting of the crescent moon that marks the beginning of the Islamic month.

Fig. 2

Refer to Fig. 2, an extract from a brochure featuring holidays to Egypt.

(a) Most of Egypt experiences a desert climate. State the following:

(i) the average July temperature

..... [1]

(ii) the average hours of sunshine in December

..... [1]

(iii) the average rainfall in October.

..... [1]

(b) Explain **two** reasons why the resort of Sharm El Sheikh is a popular destination for divers.

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..... [4]

(c) Identify **four** land-based excursions that are available to visitors in this part of Egypt.

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..... [4]

(d) With reference **only** to the 'Essential Information' in Fig. 2, explain **four** negative social and/or economic impacts that are likely to result from the development of tourism in this destination.

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(e) Discuss the relationship between increasing visitor numbers and improved destination infrastructure.

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Question 3

Bruges
— BELGIUM —

5 days from
£221

RESORT STAY

NO OVERNIGHT
COACH TRAVEL



THE MARKET, BRUGES

Step back into the past in this charming medieval city, one of the best preserved in Europe. Appreciate its delights from a trip on the tree-lined canals, crossed by humpbacked bridges, or from the comfort of a horse drawn carriage passing through cobbled streets and alleys lined with gabled houses. There are bars, cafés and restaurants galore opening onto delightful squares in true cosmopolitan fashion – and for the more quiet moments we can recommend the peaceful Beguinage and the Lake of Love. A truly enchanting city, with a wonderfully medieval heart.

HOLIDAY ITINERARY

DAY 1: UK to Bruges
Down to Dover and across to Calais, then into Belgium and on to Bruges for our four nights' stay.

DAYS 2 TO 4: Bruges
At leisure in Bruges. Join our included walking tour of Bruges to get your bearings and get introduced to some of the many sights, as well as our included excursions to historical Ypres and charming Ghent. After that you are free to further explore your favourite sights in Bruges, or join our optional excursions to the seaside resort of Ostend and Sluis in neighbouring Holland. (B)

DAY 5: Bruges to UK
To Calais for the crossing to Dover and back to your original joining point. (B)

HOTEL MIRABEL

This friendly, modern hotel is on the edge of the city – the local bus stops near the hotel and provides a frequent, convenient service to the centre. The staff look forward to welcoming you, as they have with all Shearings guests over many years, and will ensure you have a most pleasant stay.

• All rooms with private facilities, satellite TV, radio/ alarm and direct dial telephone • Cosy bar • Lounge area with TV • Pleasant restaurant with buffet breakfast and menu choice for the optional dinners
No. of rooms: 48
Lifts: None. 24 ground floor rooms available
Official rating: 3 stars Shearings rating: SSS



ENJOY A CANAL CRUISE



BRUGES CAFÉ



BRUGES BY NIGHT

Prices shown as £'s per person sharing a room	
DEPART: Sunday	Code: X
RETURN: Thursday	Code: Y
Holiday code: ECBEBMW	
Apr 5*, 12*, 19*, 26*	221
May 3*	243
9, 16, 23, 30	259
June 6, 13, 20, 27	278
July 4, 13, 20, 25	278
Aug 1, 8, 15, 22, 29	278
Sept 5, 12, 19	280
26	234
Oct 3, 10, 17, 24, 31	239
Single Supp.	72
Half Board Supp.	30
*Depart: Monday	Code: W
Return: Friday	Code: W

For joining arrangements see pages 222-227

INCLUDED EXCURSIONS

Guided city tour of Bruges
Minibuses provide our transport and ensure access to many of the famous sights in the narrow streets of the city centre

Ghent
Explore the narrow alleys and low brick houses

Ypres
Poignant mementoes of World War I

WHAT'S INCLUDED

- 4 nights room and buffet breakfast (4 optional dinners available)
- All rooms on suite
- 3 sightseeing excursions
- Luxury air conditioned Shearings coach
- Shearings driver/courier
- FREE local departure
- UK luggage handling services
- Portage at hotel

EXTRAS

- Holiday insurance, see page 217
- Optional excursions
 - Sluis
 - Ostend
 - Battlefields tour
 - Walking tour of Ghent
 - Canal cruise

Fig. 3

Refer to Fig. 3, an extract from a brochure featuring coach tour holidays to Belgium.

(a) Identify the following:

(i) **three** excursions included in this holiday

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..... [3]

(ii) the basic person cost for a 25 July departure

..... [1]

(iii) the additional cost involved for a single traveller requiring half-board.

..... [1]

(b) Explain the visitor appeal of a Bruges canal cruise.

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..... [4]

(c) State **four** likely stages in the operation and/or organisation of the Ghent walking tour.

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..... [4]

(d) Explain **three** reasons why many European visitors to the UK will drive.

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(e) With reference to examples with which you are familiar, explain why many cities have cultural appeal.

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Question 4

Queensland Adventure

Holidays from **£1529pp**



Rainforest Safaris

For those looking for a taste of adventure look no further than this trip! Including a 4-day 4WD safari trip, this holiday includes canoeing, wildlife spotting, and camping out under the stars in traditional bush-style swags!

Travel to **Millaa Millaa Falls**, over the **Great Dividing Range** and into **Cape Tribulation**. Or travel via the **Mossman Gorge** and the **Daintree River**.

Start and finish the trip with a stay at the **Radisson Treetops Resort** in **Port Douglas**, a fantastic resort situated just minutes from the beach and amidst its own rainforest!

Prices and Information

Including return international flights on Qantas from London/Manchester to Cairns, 3 nights accommodation in a twin room at the Matson Resort, 4 Day Adventure Tours Great Northern 4WD safari, and 7 nights at Rydges Reef Resort Port Douglas.

The 4WD tour departs on Mondays only. Therefore arrival into Cairns must be on a Friday. Additional nights accommodation can be arranged from £30 per person per night.

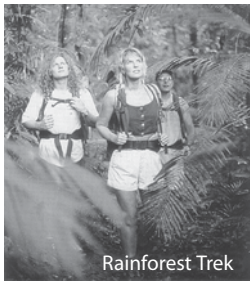
Departure date	From
01 November 03 – 15 November 03	£1,899
16 November 03 – 09 December 03	£1,599
10 December 03 – 23 December 03	£2,099
24 December 03 – 31 December 03	£1,599
01 January 04 – 15 January 04	£1,799
16 January 04 – 15 April 04	£1,599
16 April 04 – 30 June 04	£1,529

Child prices available on request.
Prices are per person, based on two people sharing.

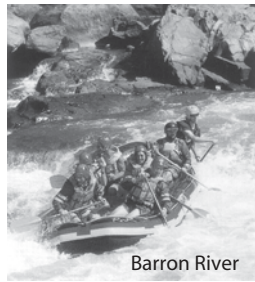
Action and Adventure

For the adrenaline junkies, Tropical North Queensland is the adventure capital. Try white water rafting, bungee jumping, sky-diving, sea kayaking, Scuba diving or hot air ballooning.


Price details available on request.



Rainforest Trek



Barron River



Mossman Gorge

Did you know?

“Australia is the hottest and also the wettest continent on earth”.

Fig. 4

Refer to Fig. 4, an extract from a brochure promoting holidays to Queensland in Australia.

(a) Using only Fig. 4, explain the visitor appeal of the following:

(i) Barron River

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..... [2]

(ii) Mossman Gorge.

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..... [2]

(b) Describe what is likely to be included in a 'Rainforest Safari'.

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..... [3]

(c) Outline **three** ways in which areas of outstanding natural beauty have tried to minimise the negative environmental impacts caused by visitors.

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..... [6]

(d) Australia attracts many types of visitor. Explain how a large Tourist Information Centre would meet the needs of:

(i) a young backpacker

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..... [3]

(ii) a Japanese business traveller.

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(e) Discuss the reasons why More Economically Developed Countries, such as Australia, receive most of their international **leisure** travellers from a **limited** number of countries.

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Copyright Acknowledgements:

- Question 1 Fig. 1 © *Travel Trade Gazette*.
- Question 2 Fig. 2 © *Odyssey Worldwide Summer 2004 Brochure*.
- Question 3 Fig. 3 © *Shearings Holiday Brochure 2004*.
- Question 4 Fig. 4 © *Co-op Worldwide Holidays*.

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