

UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS  
General Certificate of Education Ordinary Level

CANDIDATE  
NAME

CENTRE  
NUMBER

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NUMBER

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**TRAVEL AND TOURISM**

**7096/01**

Paper 1 Core

**November 2007**

**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	
<b>Total</b>	

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

Question 1

Photograph A



Photograph B



Fig. 1

Refer to Fig. 1. Photographs A and B were taken at a 5\* beach resort in the Middle East.

(a) This resort attracts many international visitors.

(i) Using only evidence from photograph A, identify **five** features/facilities provided for the convenience of guests.

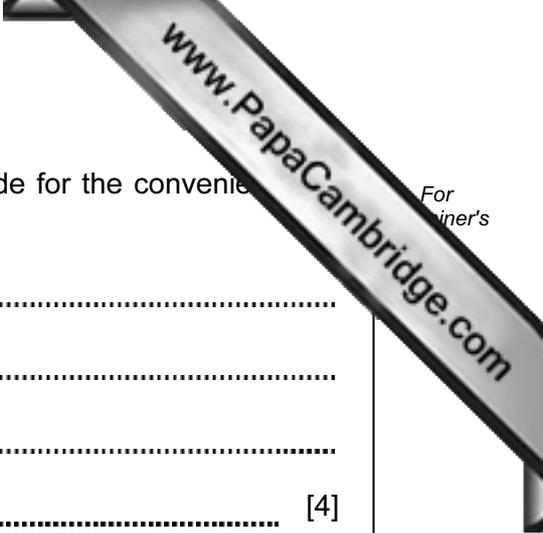
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(ii) Using only evidence from photograph B, explain **two** possible disadvantages for guests of using the stretch of beach shown.

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(b) Explain **three** ways in which 5\* resort hotels are likely to monitor their customer service quality standards.

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(c) Name **four** ancillary services that resort hotels usually provide for the convenience of leisure guests.

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(d) Resort hotel development, such as that shown in photographs A and B, is present in many **tropical** destinations. Discuss the social and cultural impacts that can result from such development.

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[Total : 25]



## Question 2

# The REAL TOUR of Prague



• History • Architecture • Mythology

Stop for lunch at a traditional Czech inn!

In an easy going 3-4 hour walk all over the city

## The REAL TOUR of Prague



- An enjoyable and informative way of experiencing one of Europe's most beautiful cities.
- Excellent guides.
- The tour takes you from Wenceslas Square to the castle complex, St. Vitus Cathedral, Jewish Quarter and the Old Town Square. You will also see the Charles Bridge, the Astronomical Clock, the historic inn and much more!
- 1000 years of history from the first Slavic dynasty to communism, the floods and now the European Union.
- We stop for lunch in a traditional Czech inn.
- Hear about the best clubs, night spots and latest cultural events.
- No additional charges (apart from during the break).

**Main Meeting Point at 12.30 pm**

### Outside Muzeum Metro

On line A and C. We meet in front of the horse statue, at the top of Wenceslas Square. Tickets available from guide holding up The REAL TOUR of Prague sign.

**Pick-up Points at 12 noon**

**Hostel Clown and Bard**  
Bořivojova 102, Praha 3.  
(www.clownandbard.com)

**The Travellers' Hostel**  
Dlouhá 33, Praha 1.  
(www.travellers.cz)

(Tickets from their Receptions)

Tour Details	Days
Sept-May	Mon, Wed, Thurs, Sat
June-Aug	Mon-Sat
(No tours 20 Oct-31 Oct and 1 Jan-10 Jan)	

Reservations are not necessary

Only 300 Kč (€10)

For more info and comments

**Paul's TOURS s.r.o.**

Tel.: +420 602 459 481

www.walkingtoursprague.com

Fig. 2

Refer to Fig. 2, a promotional leaflet for a walking tour of the city of Prague.

(a) Identify **five** famous city landmarks which are visited during the tour.

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(b) Explain **three** ways in which the tour will appeal to young adults.

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(c) Explain **two** advantages for customers of the tour starting outside the Muzeum Metro.

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(d) State **four** essential personal skills that guides working for Paul's Tours possess.

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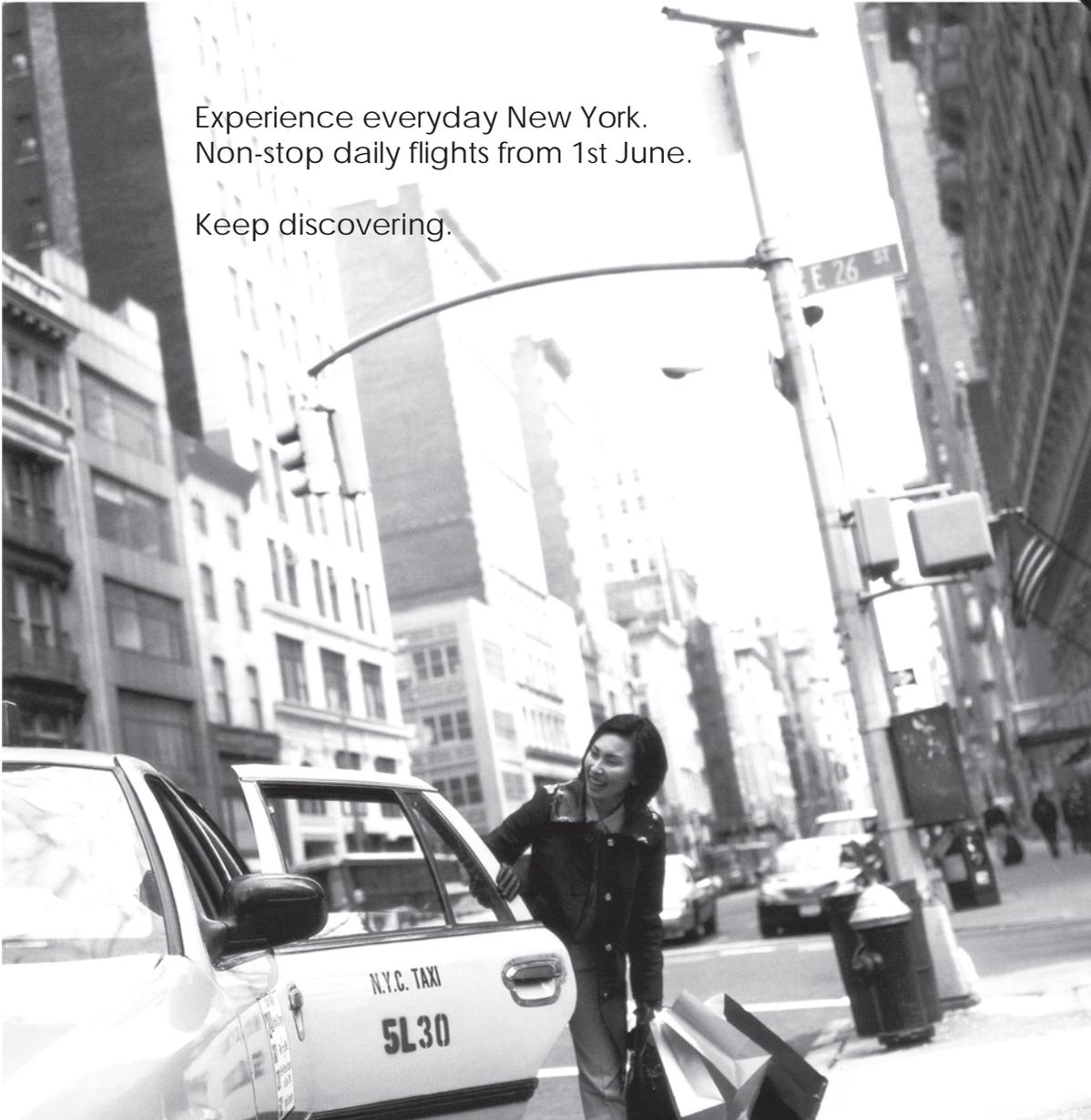
(e) Many visitors to Prague will want to find out information about the city **before** they travel. Evaluate the sources of information that are likely to be available.

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[Total : 25]



Question 3



Experience everyday New York.  
Non-stop daily flights from 1st June.

Keep discovering.

New York is famous for its cabs, and its cab drivers. They're known for being loud, they're known for being tough. Yet talk to them about their city and a smile creeps across their face. There are over 12,000 cabs in New York City, and they're all capable of turning a ride into an adventure.

Enjoy up to three complimentary nights stay at The Ritz-Carlton New York when you travel First or Business Class. Or take advantage of our introductory Economy Class fares starting from Dhs. 3950.

Terms and conditions apply. For more details contact your local travel agent or Emirates on Tel: 04-214 4444

Days	Depart Dubai	Arrive New York	Depart New York	Arrive Dubai
Daily	0800	1400	2330	2020*

\*Next day



**Emirates**

Over 70 destinations worldwide

Non-stop daily flights from Dubai to New York on the brand new Emirates Airbus A340-500.  
Private suites in First Class. 500 channels of in-flight entertainment in all classes.

Fig. 3

Refer to Fig. 3, a promotional leaflet advertising Emirates flights to New York.

(a) The advert is for a scheduled service from Dubai to New York.

(i) Identify the cost of the promotional economy return fare.

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(ii) Identify the type of aircraft used on this service.

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(iii) Explain **two** characteristic features of a scheduled air service.

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(b) New York is a popular tourist destination.

(i) Identify the tourist activity shown on Fig. 3.

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(ii) Explain **two** advantages of using taxis to do this activity.

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(c) New York attracts many business tourists throughout the year.

(i) Describe **two** services that airlines such as Emirates provide for their business passengers.

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(ii) Describe **two** services that hotels such as The Ritz-Carlton New York provide for their business guests.

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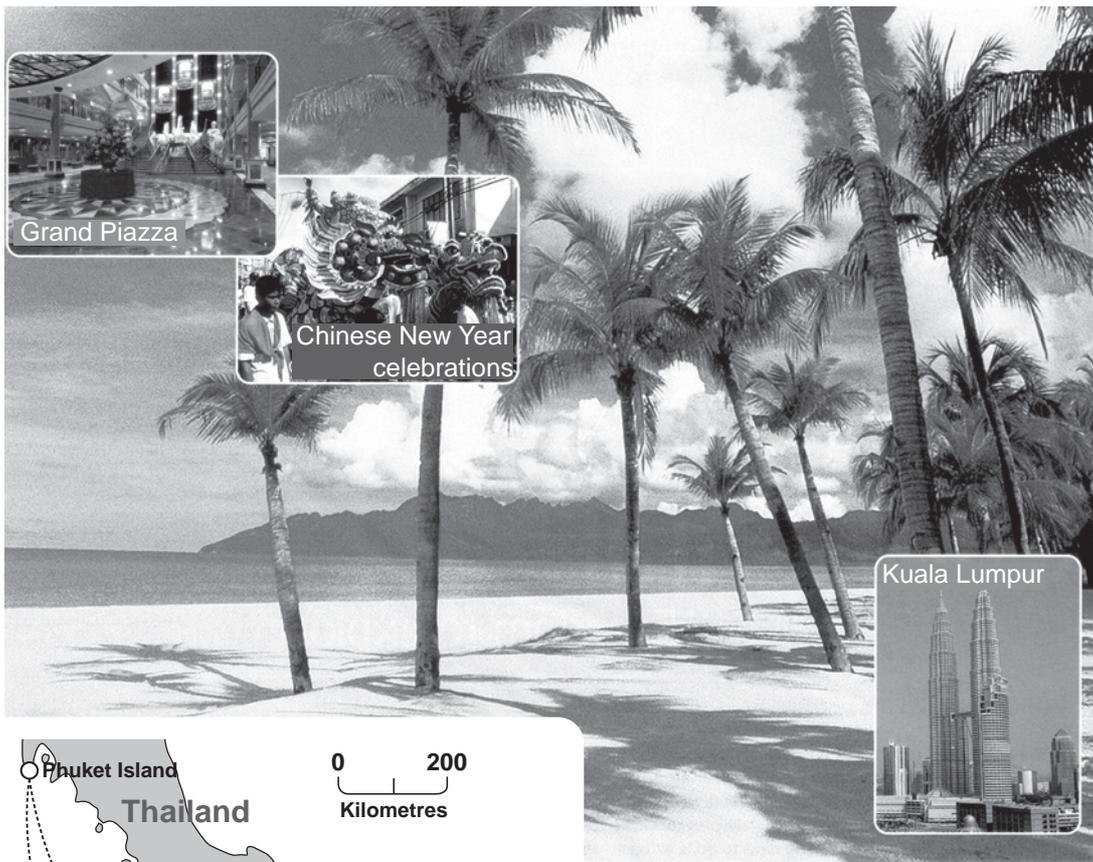
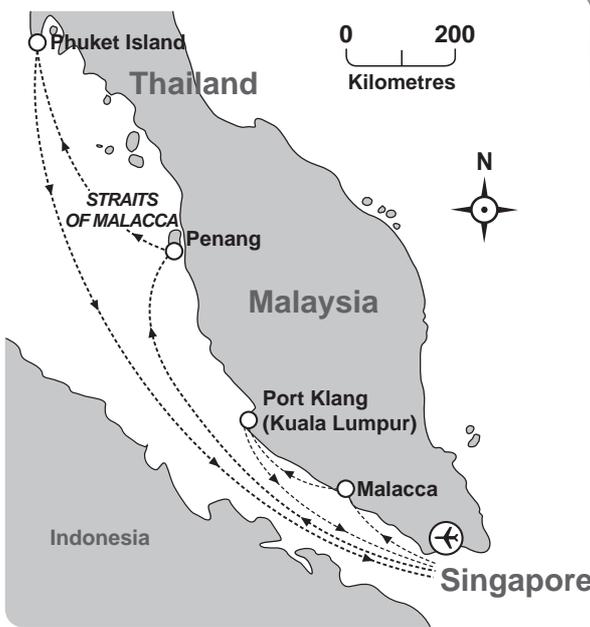
(d) Dubai and New York both have major international airports. Select **any** major international airport and discuss how it has been made accessible to the city which it serves.

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Question 4

**Grand Piazza**

**Chinese New Year celebrations**

**Kuala Lumpur**

**Phuket Island**  
**Thailand**  
**STRAITS OF MALACCA**  
**Penang**  
**Malaysia**  
**Port Klang (Kuala Lumpur)**  
**Malacca**  
**Indonesia**  
**Singapore**

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sleep and rest area, computer world, monkey cage and play area. Parents can be sure their children are both well taken care of and entertained. Interconnecting cabins. Suitable for the physically challenged. Credit cards accepted.

**Inside Staterooms Cat. DD to DA:** Air-conditioning, hairdryer, TV and safe.

**Ocean View Staterooms Cat. CD to CA:** Additionally these cabins offer a view of the ocean through a window.

**Ocean View Staterooms with Balconies Cat. BC to BA:** Additionally these cabins offer a view of the ocean, have a private balcony and offer bathrobes.

**Junior Suites Cat. AD and AC:** Additionally these suites have a separate sitting and dining area, jacuzzi, bathrobes, video, CD and minibar.

**Sports and Leisure:** Outdoor pool, children's fun pool, jet-current exercise pool, fitness centre, sauna, jacuzzis, steam bath, massage, golf driving range, table tennis, basketball, deck games, giant chess, jogging track, video arcade, card and games room.

**Embark:** 1200 hours.  
**Disembark:** 1400 hours.

**Day 8: Singapore**  
We organise your transfer around midnight to the Changi International Airport for your onward flight home.

**Facilities:** 980 cabins and suites. Eight restaurants, special buffet for children, ice cream bar, three bars, 24-hour room service, eight karaoke rooms, nightclub, theatre (shows and movies), Internet café, library, shops, hairdresser, beauty salon, business centre, doctor on call, children's playroom, children's activities and babysitting. Charlie's Childcare Centre is every child's (and parent's!) dream - complete with a nursery,



Fig. 4

Refer to Fig. 4, an extract from a brochure featuring a cruise aboard the SuperStar Virgo.

(a) Identify the following.

(i) The name of the sea area cruised by the SuperStar Virgo.

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(ii) The **three** countries featured in the itinerary.

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(iii) The name of the airport used by departing passengers.

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(b) Explain **three** ways in which the SuperStar Virgo caters for children.

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(c) Identify **four** types of accommodation available on this cruise ship.

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(d) Describe the travel agency procedures that are likely to be followed when a customer makes a booking for such a cruise.

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(e) Penang is a port-of-call for cruise ships. Select **any** destination visited by cruise ships and discuss the reasons for its appeal as a port-of-call.

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[Total : 25]

Copyright Acknowledgements:

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- Question 1 Photograph B J.D. Smith © UCLES.
- Question 2 Fig. 2 © [www.walkingtoursprague.com](http://www.walkingtoursprague.com)
- Question 3 Fig. 3 © Emirates.
- Question 4 Fig. 4 © Star Cruises.

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