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.
Situated on Dubai’s world famous Jumeirah Beach and adjacent to the magnificent Dubai Marina, Habtoor Grand Resort and Spa occupies Dubai’s most enchanting beachside location. Perfect for both business and leisure travellers to Dubai, the hotel is within a 30 minute drive from Dubai Airport, and is close to Dubai’s Internet City. Habtoor Grand Resort and Spa offers 442 spacious rooms and suites, and hotel guest rooms benefit from the resort’s unrivalled setting with magnificent garden or sea views. Beautifully furnished, the rooms and suites feature comfortable lounge areas and superb bathrooms, creating a sense of tasteful luxury and warm Arabian style. The Habtoor Grand Resort and Spa offers pools, restaurants and bars set amidst the hotel's tropical gardens - the resort is a paradise of perfect views - where lush landscapes meet the warm Arabian Gulf, fringed by an immaculate beach and embraced by clear blue skies. Leisure facilities at the resort include:

- three swimming pools: large garden pool, children's pool with water slides and an ‘infinity pool’
- pool air-loungers and poolside jacuzzi
- multiple choice of sun deck areas, sun loungers and sun umbrellas
- large private beach with ample sun loungers and sun umbrellas
- tropical gardens
- beach volleyball
- two floodlit tennis courts and two glass squash courts
- wide range of water sports
- the Junior Jungle is a special children's club adjacent to the beach and staffed by qualified childminders.

Fig. 1
Refer to Fig. 1 which provides information about the Habtoor Grand Resort and Spa in Dubai.

(a) Identify and explain two ways in which the Habtoor Grand Resort and Spa meets the needs of:

(i) families with young children.
1 .................................................................................................................................
2 ...................................................................................................................................... [4]

(ii) business travellers.
1 ......................................................................................................................................
2 ...................................................................................................................................... [4]

(b) The Habtoor Grand Resort and Spa is a commercial organisation. Describe two objectives of private sector organisations.
1 ......................................................................................................................................
2 ...................................................................................................................................... [4]

(c) The Habtoor Grand Resort and Spa is a 5* luxury development. Explain how accommodation grading schemes operate.
........................................................................................................................................ [4]
(d) Many destinations such as Dubai are developing new, purpose-built visitor attractions. With reference to an example with which you are familiar, evaluate the visitor appeal of one such attraction.

[9]

[Total: 25]
Question 2

Refer to Fig. 2 which shows part of a major sporting venue. Each year, the venue attracts many types of visitors.

(a) Explain two ways in which the facility shown in Fig. 2 is likely to provide a service to the venue’s external customers.

1. ........................................................................................................................................
2. ........................................................................................................................................ [4]

(b) Suggest two likely reasons for each of the following:

(i) staff at the facility shown in Fig. 2 are in uniform.

1. ........................................................................................................................................
2. ........................................................................................................................................ [2]

(ii) staff at the venue work as a team.

1. ........................................................................................................................................
2. ........................................................................................................................................ [2]
(c) Explain two ways in which the use of a mystery shopper may help monitor the operation of the venue.

1. 

2. 

(d) Many of the visitors to sporting venues, such as the one shown in Fig. 2, are invited guests enjoying corporate hospitality. Describe what corporate hospitality usually includes.

[4]
(e) With reference to examples with which you are familiar, justify the customer service procedures followed by particular travel and tourism organisations.
CUBA ATTRACTS TWO MILLION TOURISTS FOR THIRD YEAR IN A ROW

Cuba received over two million tourists for the third year in a row according to an official report from the Ministry of Tourism. The report states that this figure is evidence of the position achieved by the Cuban tourism product in the main markets. Most tourists came from Canada, followed by the United Kingdom, Spain, Italy, Germany, France and Mexico. More people choose Cuba each year as a unique destination, not only for its exceptional beaches and sun, but also for being nature-friendly and for its health and security conditions. The report also speaks highly of Cuba’s history and culture. “Today all tourism and supporting institutions work tirelessly to guarantee favourable occupancy rates during the high season. Everything is ready for an intense winter season,” according to the Ministry of Tourism. The Ministry of Tourism also thanked tour operators, airlines and the media for their support.

The most popular destinations this season are Varadero Beach (80 miles east of Havana), the King Gardens (on the north central coast) and the historical centre of Havana. Cuban accommodation totals over 41000 rooms in over 200 hotels throughout the island. Around 50% of Cuba’s hotel room capacity is managed and marketed by foreign companies, including Spain’s Sol Melia, France’s Accor and Jamaica’s Sandals and Super Clubs.

Fig. 3

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

(a) Identify Cuba’s three most important European markets in terms of visitor arrivals.

1. ....................................................................................................................................................
2. ....................................................................................................................................................
3. .................................................................................................................................................... [3]

(b) Identify the three Cuban destinations that are currently most popular.

1. ....................................................................................................................................................
2. ....................................................................................................................................................
3. .................................................................................................................................................... [3]
(c) Explain **two** reasons why good ‘health and security’ conditions are important to visitors to destinations such as Cuba.

1. ........................................................................................................................................
2. ........................................................................................................................................... [4]

(d) Cuba has a selection of ‘all-inclusive’ resorts. With reference to particular examples, discuss the nature of the appeal of ‘all-inclusive’ resorts.

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[6]
(e) “Around 50% of Cuba’s hotel room capacity is managed and marketed by foreign companies”. Evaluate the social and economic impacts that may result from this situation.

[9]

[Total: 25]
## VISITORS TO HAWAII

<table>
<thead>
<tr>
<th>Visitor Arrivals</th>
<th>Average Length of stay (days)</th>
<th>Visitor Expenditure Per Person ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>US West</td>
<td>332 212</td>
<td>9.57</td>
</tr>
<tr>
<td>US East</td>
<td>197 157</td>
<td>10.20</td>
</tr>
<tr>
<td>Total Domestic Arrivals</td>
<td>529 369</td>
<td>9.88</td>
</tr>
<tr>
<td>Japan</td>
<td>116 921</td>
<td>5.69</td>
</tr>
<tr>
<td>Canada</td>
<td>13 631</td>
<td>11.69</td>
</tr>
<tr>
<td>All others</td>
<td>65 762</td>
<td>10.00</td>
</tr>
<tr>
<td>Total International Arrivals</td>
<td>196 314</td>
<td>9.13</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year to Date, up to July 2006</th>
<th>Visitor Arrivals</th>
<th>Average Length of stay (days)</th>
<th>Visitor Expenditure Per Person ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2006</td>
<td>% Change on 2005</td>
<td>2006</td>
</tr>
<tr>
<td>US West</td>
<td>1 812 390</td>
<td>5.7%</td>
<td>9.48</td>
</tr>
<tr>
<td></td>
<td>$1 452.90</td>
<td>5.8%</td>
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<tr>
<td>US East</td>
<td>1 213 480</td>
<td>1.6%</td>
<td>10.31</td>
</tr>
<tr>
<td></td>
<td>$1 820.80</td>
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<tr>
<td>Total Domestic Arrivals</td>
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<td>9.89</td>
</tr>
<tr>
<td></td>
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<tr>
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<td>5.9%</td>
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<tr>
<td>Canada</td>
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<td>9.4%</td>
<td>13.57</td>
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<tr>
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<td></td>
<td>$1 660.50</td>
<td>4.9%</td>
<td></td>
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</table>

Fig. 4
Refer to Fig. 4, information about visitors to Hawaii.

(a) State the meaning of each of the following terms:

(i) domestic arrival.

.................................................................................................................................................. [1]

(ii) international arrival.

.................................................................................................................................................. [1]

(iii) visitor expenditure.

.................................................................................................................................................. [1]

(b) Identify each of the following:

(i) the average length of stay for Japanese visitors in July 2006.

.................................................................................................................................................. [1]

(ii) the number of Canadians visiting in the year up to July 2006.

.................................................................................................................................................. [1]

(iii) the number of domestic arrivals in July 2006.

.................................................................................................................................................. [1]
Fig. 4 shows changes in visitor numbers to Hawaii between 2005 and 2006. Explain **two** reasons why trends in visitor numbers to any destination may change over time.

1. 

2. [4]

With reference to Fig. 4 discuss why Hawaii may be placed at the stagnation stage of the Butler model. [6]
(e) With reference to examples with which you are familiar, evaluate the major threats that exist to the continued growth of international travel.

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[9]

[Total: 25]