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**TRAVEL AND TOURISM**

**9395/11**

Paper 1 Core

**October/November 2014**

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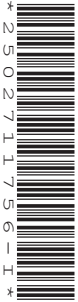
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**READ THESE INSTRUCTIONS FIRST**

This Insert contains all the Figures referred to in the questions.

Anything the candidate writes on this Insert will not be marked.



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This document consists of **5** printed pages and **3** blank pages.

Fig. 1 for Question 1

## **OUR SERVICE VALUES**

1. We build strong relationships and create guests for life.
2. We are always responsive to the needs of guests.
3. Our staff are empowered to create unique, memorable and personal experiences for guests.
4. We continuously seek opportunities to innovate and improve the guest experience.
5. Staff own and immediately resolve guest problems.
6. We create a work environment of teamwork so that the needs of our guests and each other are met.
7. All staff have the opportunity to continuously learn and grow.
8. All staff are involved in the planning of the work that affects them.
9. Staff are proud of their professional appearance and behaviour.
10. Staff protect the privacy and security of guests, fellow employees and the company's confidential information and assets.

Fig. 1

Fig. 2 for Question 2

## Expedia's 2012 Vacation Deprivation survey

The 2012 study, covering Asia, Australia, North America, Europe and South America, compared the vacationing habits and attitudes of 8,500 employees across 22 countries.

On the whole, the study showed that Asia represents the world's most vacation-deprived region, with employees continuing to take the fewest days off and work the longest weeks.

Japanese and Korean workers take the least vacation time; with the average Japanese worker taking only five out of the 13 days off granted each year and South Koreans taking only seven out of a possible 10 vacation days. Asian employees also work the longest hours with Korean, Singaporean and Taiwanese workers averaging 44 hours a week.

As one of the world's most hardworking nations, Singapore has continued its trend of a poor work-life balance. The study showed that 41% of Singaporeans either cancelled or postponed their well-deserved time off due to work commitments and 19% reported they are unable to plan their vacation in advance as it depends on their work schedule.

Most European workers have between 25 and 30 days of vacation time available to them each year, in addition to state and religious holidays. Workers in France and Spain report taking the full 30 vacation days off; Germans take 28 of a possible 30 days off, while Norwegian and Swedish workers take all 25 days they are given. The Dutch work 35 hours a week, the fewest among the 22 nations surveyed.

Fig. 2

Fig. 3 for Question 3



Fig. 3

Fig. 4 for Question 4

## Watercooled – A five-star watersports experience



At all our Centres, such as the one shown above in Jebel Ali, our customers have access to:

- a stylish air-conditioned Club House
- the latest technology including Internet access, webcams and weather stations to use before and after activities
- complimentary towels
- the latest equipment for all watersports activities
- instructors qualified to teach at the highest level (all courses follow international standards meaning that your new skills will be globally recognised)
- an extensive range of activities, including group lessons, private tuition, hire and corporate entertainment packages

Customers can choose activities from a range of options including:

- zapcats – dual-hull, lightweight, two person boats, equipped with powerful engines. Perfectly designed for high speed, impressively agile, these boats offer an unforgettable thrill ride experience
- as well as offering accredited power boat courses, we also offer power boat hire with a skipper, giving you the chance to explore the coastline and feel the wind in your hair!
- water-skiing for customers of all levels of experience
- wakeboard and wakesurf sessions with complimentary instruction if required
- a fleet of dinghies and Hobie catamarans for private hire, individual and group lessons
- kayaks and paddles
- windsurfing
- donut rides for 1, 2, 3 or 4 persons

Arrangements can be made for diving trips and deep-sea fishing trips by special request.

Fig. 4





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