



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
 General Certificate of Education Advanced Subsidiary Level and Advanced Level

CANDIDATE
 NAME

CENTRE
 NUMBER

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TRAVEL AND TOURISM

9395/13

Paper 1 Core

October/November 2013

2 hours and 30 minutes

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.

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.

All the Figures referred to in the questions are contained in the Insert.

The number of marks is given in brackets [] at the end of each question or part question.

This document consists of **13** printed pages, **3** blank pages and **1** Insert.



Question 1

Refer to Fig. 1 (Insert), a job description for a hall porter in a large hotel.

- (a) Identify **four** groups of internal customer that hall porters are likely to have working contact with.

1

2

3

4 [4]

- (b) Identify and explain **three** ways in which the hall porter will provide a service directly to the hotel's resident guests.

1

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2

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..... [6]

(c) Explain **three** ways in which the hotel's head porter is likely to monitor the performance of staff under their control.

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Examiner's
Use*

1

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(d) With reference to **one** job role within a travel and tourism organisation with which you are familiar, evaluate the customer service training provided for employees.

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Job role Organisation

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[9]

[Total: 25]

Question 2

Refer to Fig. 2 (Insert), information about the development of tourism in the Indian state of Himachal Pradesh.

- (a) Identify **four** types of tourism that will be promoted by the Himachal Pradesh Tourism Development Corporation (HPTDC).

1

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4 [4]

- (b) Explain **three** ways in which the HPTDC is likely to promote Himachal Pradesh to potential overseas visitors.

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(c) Explain fully **two** ways in which guests are likely to benefit from the fact that the HPTDC operates hotels in key Himachal Pradesh destinations.

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Question 3

Refer to Fig. 3 (Insert), information about the Big Swing in Graskop, Mpumalanga, South Africa.

(a) Identify **four** materials used to make the souvenirs (curios) on sale at Graskop Falls.

- 1
- 2
- 3
- 4 [4]

(b) Explain **three** likely positive socio-cultural impacts of the local community project shown in Fig. 3 (Insert).

- 1
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Question 4

Refer to Fig. 4 (Insert), visitor statistics for international arrivals in Fiji. Fiji is an island destination in the Pacific Ocean.

(a) Identify the **four** largest source markets for international visitors to Fiji in 2010.

- 1
- 2
- 3
- 4 [4]

(b) The number of visitors to Fiji from some countries has decreased since 2005. Suggest and fully explain **two** likely reasons for these trends.

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- [6]

(c) Many resorts in Fiji are owned and managed by foreign private sector companies. Explain **three** negative socio-economic impacts that may result from this.

*For
Examiner's
Use*

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