



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

CANDIDATE
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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.

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

For
Examiner's
Use

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Question 2

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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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3

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).

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(c) Discuss the main reasons for the growth in popularity of visitor attractions such as the Big Swing.

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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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(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
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(d) With reference to examples with which you are familiar, discuss the relationship between sustainable tourism and a destination's carrying capacity.

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..... [9]

[Total: 25]

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