CANDIDATE NAME	

CENTRE NUMBER		CANDIDATE NUMBER	

TRAVEL AND TOURISM 9395/13

Paper 1 Core

May/June 2014

2 hours 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.
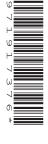You may use an HB pencil for any diagrams or graphs.
Do not use staples, paper clips, glue or correction fluid.
DO **NOT** WRITE IN ANY BARCODES.

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.

Question 1

Refer to Fig. 1 (Insert), a photograph taken at a desert camp in the Middle East before the start of an outdoor corporate event.

(a) Identify from Fig. 1 (Insert) **four** ways in which a formal dining experience has been created in an outdoor desert environment.

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4...[4]

(b) Discuss the likely advantages to both the hospitality provider **and** the event organiser of having the tables numbered.

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(c) The hospitality provider created a customer comment card for use at the corporate event.

Explain why guests were invited to comment about the following:

- the welcome they received on arrival ....

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- the speed of service...

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- their overall dining experience ....

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[6]

(d) With reference to **one** job role within a travel and tourism organisation with which you are familiar, discuss the ways in which different types of feedback influence employee performance.

Chosen job role .... Organisation ....

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[Total: 25]

Question 2

Refer to Fig. 2 (Insert), a review of some of the principles relating to the development of ecotourism destinations.

(a) In the following table, use a tick to identify the **four** tourist activities that are most likely to meet the ecotourism principles stated in Fig. 2 (Insert).

A seven-night stay at an all-inclusive beach resort in Jamaica	
A four-night city break in New York	
A five-night stay at the Al Maha Resort in the Dubai Desert Conservation Reserve	
A day excursion to the Cayman Islands' Turtle Farm	
A three-night stay at the Sepilok Nature Resort to visit the Orang-Utan Rehabilitation Centre	
An overnight trip on the Orient Express from London to Venice	
A four-night Yangtze River cruise	
A two-night stay at Treetops in Kenya's Aberdare National Park	

[4]

(b) Explain **three** negative economic impacts that can result from the development of tourist resorts in Less Economically Developed Countries (LEDCs).

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(c) Explain **three** ways in which the development of tourism can have a positive impact on the host population's traditional culture.

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(d) With reference to **one** destination with which you are familiar, discuss the ways in which the public, private and voluntary sector organisations work in partnership to attract tourists.

Name of chosen destination ....

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[Total: 25]

Question 3

Refer to Fig. 3 (Insert), information about London's Royal Albert Hall.

(a) Identify from Fig. 3 (Insert) **four** different sources of revenue for the organisation.

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2..

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4.. [4]

(b) With reference to Fig. 3 (Insert), identify and explain **three** ways in which the Royal Albert Hall can offer a service to business customers.

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(c) Discuss the view that London's Royal Albert Hall should be classified as a cultural visitor attraction rather than an entertainment venue.

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(d) Assess the ways in which the Royal Albert Hall meets the different needs of customers with disabilities.

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[Total: 25]

Question 4

Refer to Fig. 4 (Insert), a model of how an individual tourist's behaviour is likely to change through time.

(a) Identify from Fig. 4 (Insert) the life cycle stage most likely to be associated with the following:

- people living together with busy lifestyles, where lack of time is a barrier to travel

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- children grown up and parents have increased spending power

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- entirely dependent on parent or guardian

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- established holiday-taking patterns start to change as children want to do different leisure activities

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(b) Explain **three** factors which have increased the amount of leisure time available to people living in More Economically Developed Countries (MEDCs).

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(c) Tourists cannot test products, such as package holidays, before they buy them.

Explain **three** ways in which tourists may find out about holidays before they buy them.

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(d) Assess the extent to which the age of a leisure tourist influences his or her choice of holiday destination.

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