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TRAVEL AND TOURISM

9395/13

Paper 1 Core

October/November 2014

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.

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.

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

Question 1

Refer to Fig. 1 (Insert), a photograph showing the terrace area of a resort hotel. The terrace is used for buffet-style meals.

- (a) Using Fig. 1 (Insert), describe **two** advantages to the **hotel** of using the terrace for the service of buffet-style meals.

1

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.....[4]

- (b) Sometimes the hotel will hold a themed event such as ‘Mexican Night’.

State **three** methods the hotel is likely to use to inform resident guests of such an event and briefly explain why **each** method is used.

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.....[6]

(c) The themed events are popular and attract local residents as well as hotel guests.

Explain **three** ways in which the hotel is likely to monitor levels of customer satisfaction.

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Question 2

Refer to Fig. 2 (Insert), statistics about visitor arrivals to the Philippines in 2009 and 2011.

(a) Identify from Fig. 2 (Insert) **four** markets that showed an increase in the percentage of visitors between 2009 and 2011.

- 1
- 2
- 3
- 4 [4]

(b) Discuss the likely reasons why only a small percentage of visitors to the Philippines are European.

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- (c) Five of the top 12 markets for visitors to the Philippines are nations with emerging economies and rising levels of GDP.

Explain **three** reasons why a rise in GDP increases rates of participation in tourism.

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Question 3

Refer to Photographs A, B, C and D (Insert), which were taken by different types of leisure tourist.

- (a) Complete the following table by identifying the photograph most likely to have been taken by each type of leisure tourist.

Type of leisure tourist	Photograph
Religious tourist	
Adventure tourist	
Sports tourist	
Ecotourist	

[4]

- (b) Explain **three** ways in which large international resort hotels are likely to meet the leisure needs of individual guests.

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[6]

(c) Some international travellers do not want to stay in a resort hotel. Explain the choice of accommodation used by the following types of tourist:

- a young person backpacking around a country using a hostel

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- a small group of mountaineers wanting to climb the slopes in a National Park using a campsite

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- a business traveller attending an exhibition using a 4* hotel

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[6]

Question 4

Refer to Fig. 3 (Insert), information about a Cambodian organisation supporting responsible tourism.

(a) Identify from Fig. 3 (Insert) the following:

- **two** cultural attractions located in Siem Reap province
1
2
- the number of tourists attracted to the province each year
.....
- whether ConCERT is a commercial or non-commercial organisation
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[4]

(b) Explain **three** ways in which tourists following ConCERT’s advice will help to generate positive economic impacts in Siem Reap.

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(c) Using Fig. 3 (Insert), discuss how responsible tourism can minimise negative socio-cultural impacts within destinations.

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