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**TRAVEL AND TOURISM**

**9395/13**

Paper 1 Core

**October/November 2015**

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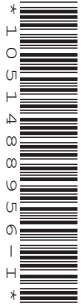
**2 hours and 30 minutes**

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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 **8** printed pages.

Photographs A and B for Question 1



Photograph A



Photograph B

Photographs C and D for Question 1



Photograph C



Photograph D

## The City of Bruges

Often called the 'Venice of the North' due to its canals, the Belgian city of Bruges provides visitors with a view of medieval Europe through its architecture, history and culture. It is due to its rich medieval architecture and history that the city has been recognised by UNESCO as a World Heritage Site since 2000.

Bruges faces many of the problems of mature tourist destinations, such as overcrowding, congestion, conflicts over land use, changes in the use of public spaces and various town planning issues. At peak periods there can be 20000 day visitors in addition to 8000 staying tourists in the city. Until recently, the large number of tourist coaches was slowing traffic and the city's medieval street pattern made it difficult to cope with the large number of cars. Therefore, a study was carried out to gather information to improve tourism's overall benefit to the city and to reduce tourism's negative impacts.

One of the main results of that study led to the establishment of a traffic plan that diverts most traffic around a ring road and makes it impossible to drive through the centre of the city. Only one route allows local traffic to come close to the city centre and traffic speed is limited to 30 kilometres per hour. Coaches bringing day visitors have no access to the historic city centre and have to unload passengers at special parking places around the ring road. Day visitors can reach the city centre on foot or by public transportation. All buses have been replaced by minibuses that are smaller and produce less noise and pollution. However, the frequency of public transport has increased as a result and more local residents now have direct access to the city centre. The use of bicycles has also been encouraged; all cyclists have access to the city centre and the number of parking areas for bicycles has risen steadily.

**Fig. 1a**

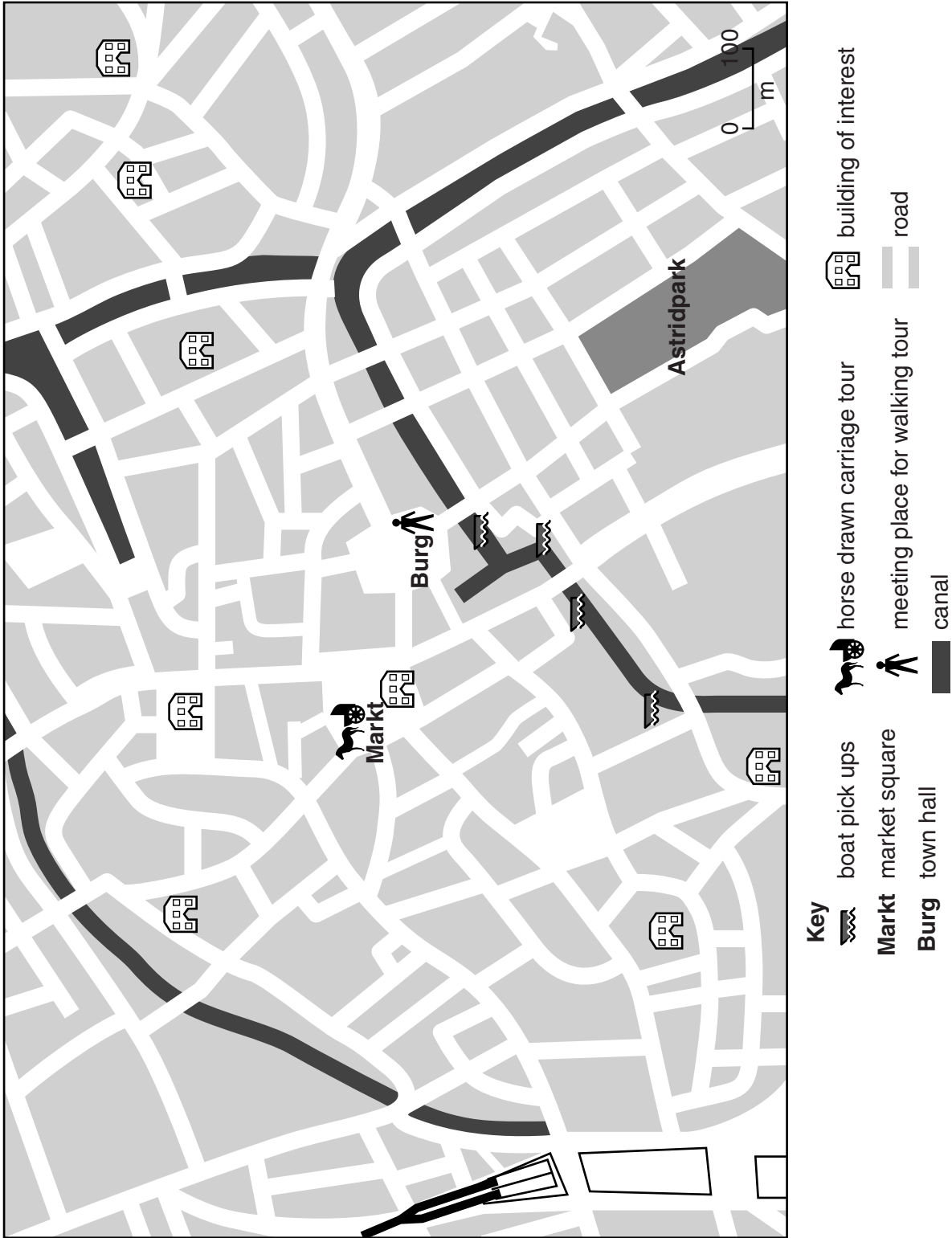


Fig. 1b

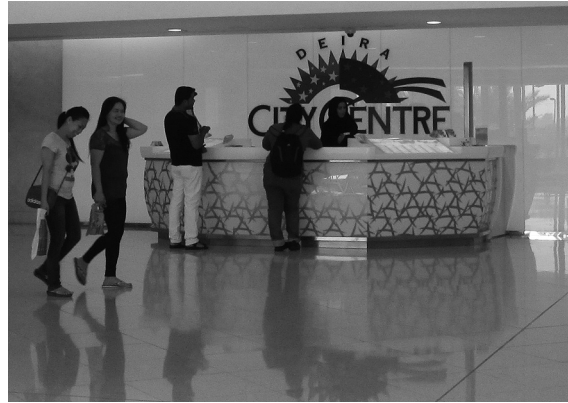
Fig. 2 for Question 3

## Deira City Centre

Deira City Centre is ranked as one of the most successful shopping malls in the world. With average annual visitors in excess of 20 million, Deira City Centre remains one of the region's most visited destinations for both residents and tourists alike. It has parking space for 4000 vehicles, designated taxi pick-up and drop-off points as well as its own Dubai Metro station.



Deira City Centre first opened its doors in November 1995. At the time, it redefined the concept of “malls” for the region. As the first large-scale, mixed-use shopping destination, complete with retail outlets, restaurants, entertainment facilities and a hotel, Deira City Centre created an international dimension for one-stop shopping and entertainment for the Middle East, bringing it to an entirely new level.



Deira City Centre encompasses over 115 000 square metres of retail space and features over 370 retail stores and services. Five information points and five customer service desks, such as the one shown above, provide help and advice to visitors. Its entertainment facilities include Magic Planet, one of the region's most popular indoor family entertainment centres; VOX Cinemas, an 11-screen cinema multiplex with 3000 seats, as well as Bowling City. The Centre also provides direct access to the 5-star City Centre Hotel and Residence, managed by Pullman. The Centre also features the MAF Tower, an 11-storey office building.

Fig. 2

Fig. 3 for Question 4

# Uluru (Ayres Rock)



About 350 000 tourists come to see the rock each year and visitors to this impressive natural attraction contribute US\$375 million to the Australian economy annually. Uluru is a sacred site to the native Aborigine population and is known internationally as Ayres Rock. It rises 348 metres above the surrounding plain and is located within the Uluru-Kata Tjuta National Park in the Northern Territories. The Park, which covers an area of 1325 square kilometres, is composed of sand dunes and sandy plains. Another large sandstone outcrop called Kata Tjuta is found 50 kilometres west of Uluru. A map of the area is shown below. The land is covered by spinifex grass, scattered desert oak trees and mulga shrubs, and the ecosystem supports a diverse range of birds, reptiles and insects.

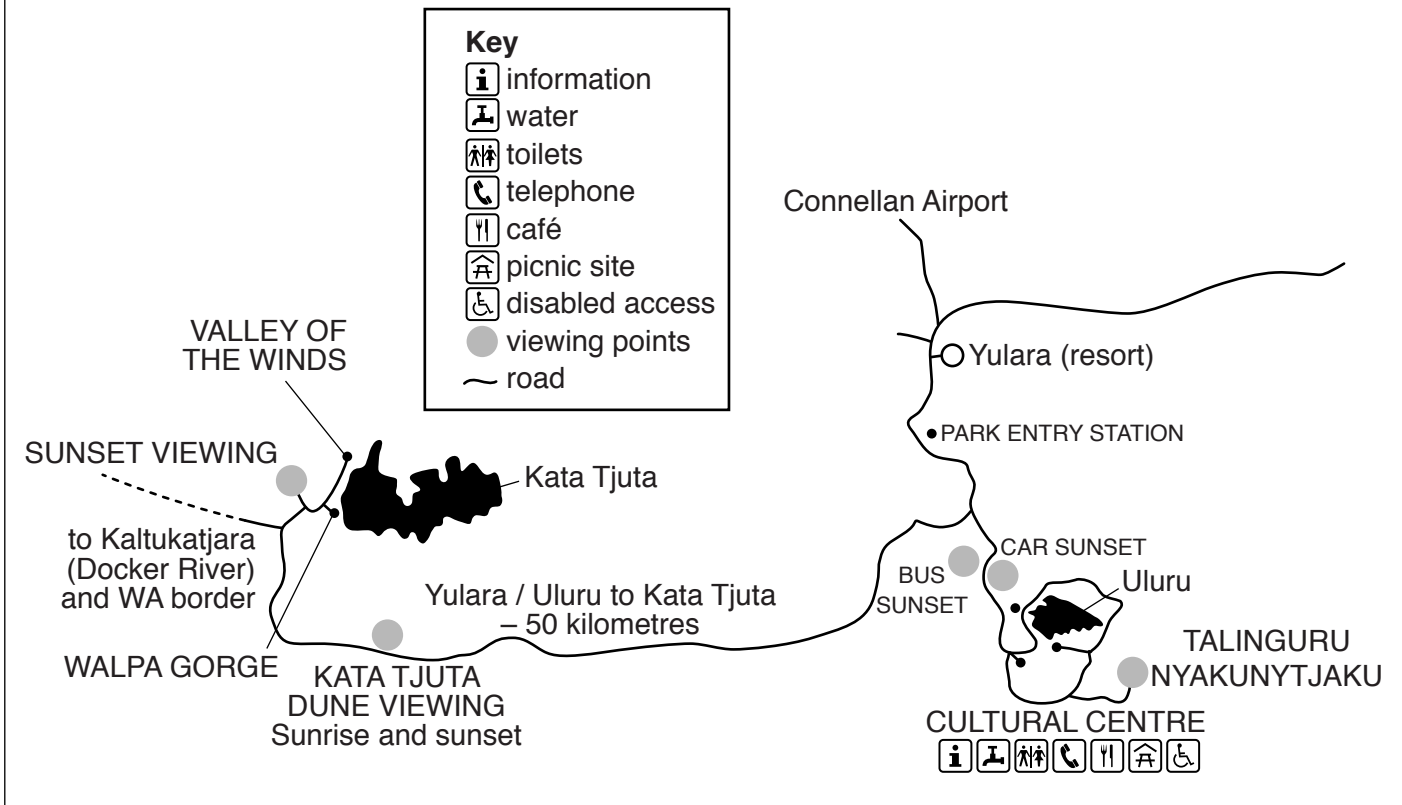


Fig. 3

Fig. 4 for Question 4

## ENJOY YOUR VISIT SUSTAINABLY

**Stay on track** – Each footprint in the sand may last many weeks and desert plants are fragile when disturbed. Walking or driving off track can spread weed seeds and collapse underground burrows. Please stay on roads and tracks.

**Take only photographs** – the rocks and sand belong here at this place. For a truly unique and beautiful souvenir, visit the art galleries at the Cultural Centre. You will be helping support local Aboriginal communities.

**Protect plants** – please do not use tree branches as fly swats! Ininti Cafe at the Cultural Centre sells fly nets and a natural fly cream. These products work against the flies and make an interesting souvenir.

**Keep wildlife wild** – please do not feed any wild animals. Your food can make them sick and they can lose their wild instincts.

**Leave firewood outside** – please do not bring firewood collected elsewhere inside the park. The wood may contain unwanted pests and weed seeds.

**Plan your day** – toilets are only provided at the Cultural Centre, Talinguru Nyakunyjtaku, Mala carpark and Kata Tjuta sunset viewing area.

**Yellow lines** – protect roadside vegetation by not stopping where yellow lines are painted on the side of the road.

The *Environment Protection and Biodiversity Act 1999* (EPBC Act) protects the parks natural and cultural World Heritage values. For a full list of regulations:

<http://www.environment.gov.au/epbc/>

Fig. 4

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