

CANDIDATE
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TRAVEL AND TOURISM

9395/13

Paper 1 Core

October/November 2015

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, glue or correction fluid.

You may use an HB pencil for any diagrams or graphs.

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 Photographs A, B, C and D (Insert), which show different customer service environments. In the photographs the needs of external customers are being met by members of staff.

(a) Using Photographs A, B, C and D (Insert), identify the photograph most likely to illustrate **each** of the following:

- a customer being offered help and advice when purchasing a gift

Photograph

- a customer being helped with a piece of luggage

Photograph

- a customer being issued with admission tickets

Photograph

- a customer being given directions

Photograph

[4]

(b) Some organisations give awards such as ‘employee of the month’.

Explain **three** advantages to travel and tourism organisations of making this type of award available to their employees.

1

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2

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3

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.....[6]

(c) Identify **three** job roles within a travel and tourism organisation with which you are familiar.

For **each** job role, describe a customer service situation in which the employee could receive informal feedback from customers.

Name of travel and tourism organisation

Job role 1

Description

.....

.....

Job role 2

Description

.....

.....

Job role 3

Description

.....

.....[6]

(c) With reference to Fig. 1b (Insert), identify **three** types of sightseeing tour available in Bruges. For **each** tour, suggest a different reason for its popularity.

Tour 1

Reason

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.....

Tour 2

Reason

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Tour 3

Reason

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.....[6]

- (c) Many tourists do not want to visit large shopping malls and prefer to buy traditional craft items to remind them of their travels.

Explain **three** benefits to local communities of the sale of traditional craft items.

1

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2

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3

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.....[6]

Question 4

Refer to Figs. 3 and 4 (Insert), information about tourism at Uluru (Ayres Rock) in the Northern Territories of Australia.

(a) Identify from Fig. 3 (Insert), **four** services provided at the Uluru Cultural Centre for the convenience of visitors.

- 1
- 2
- 3
- 4[4]

(b) With reference to Fig. 4 (Insert), explain fully why the Park’s management asks visitors:

- not to stop where yellow lines are painted on the side of the road

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- to take **only** photographs

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.....[6]

- (c) Some members of the local Anangu tribe are employed as park rangers in the Uluru-Kata Tjuta National Park.

Describe **three** ways in which this is likely to help the destination to be managed successfully.

1

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2

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3

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.....[6]

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