

CANDIDATE  
NAME

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CENTRE  
NUMBER

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CANDIDATE  
NUMBER

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**TRAVEL AND TOURISM**

**9395/11**

Paper 1 Core

**May/June 2016**

**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.



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



(c) Explain **three** ways in which the front desk agent is likely to receive feedback about the quality of customer service provided by the motel.

1 .....

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.....

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2 .....

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.....

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3 .....

.....

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.....[6]





(c) Areas of outstanding natural beauty can suffer from a variety of negative environmental impacts.

State **three** risks to the environment caused by tourists in such areas and describe how each risk can be managed to minimise the negative impact.

Risk 1 .....

How managed .....

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Risk 2 .....

How managed .....

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.....

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Risk 3 .....

How managed .....

.....

.....

.....[6]







(c) Tourism development in the Sub-Saharan region of Africa is vulnerable to a variety of external factors.

Explain how **each** of the following is likely to pose a threat to the development of tourism in the region.

- climate change

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- currency fluctuations

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- civil unrest

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[6]





(c) One of the products offered by Special Holidays Travel is 'Cultural Packages'.

Explain **three** positive cultural impacts that such packages may have on the host population.

1 .....

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2 .....

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3 .....

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.....[6]







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