

CANDIDATE
NAME

--

CENTRE
NUMBER

--	--	--	--	--

CANDIDATE
NUMBER

--	--	--	--



TRAVEL AND TOURISM

9395/13

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) All travel and tourism employees will have some experience of handling complaints made by external customers.

Choose **three** job roles within **one** travel and tourism organisation.

Complete the following table by:

- stating **one** example of a complaint the employee may have to deal with
- and describing how the employee is likely to deal with the complaint.

Job role	Complaint	How complaint dealt with
1.		
2.		
3.		

[6]

Question 2

Refer to Fig. 2 (Insert), information about shopping tourism in Malaysia.

(a) Describe what is meant by:

- 'a motivator for international travel'

.....

.....

.....

.....

- 'targeted familiarisation trips'

.....

.....

.....

.....

[4]

(b) With reference to Fig. 2 (Insert), discuss the likely appeal of the Malaysia Mega Sale Carnival to international tourists.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

[6]

(c) Tourists can find places to shop in most destinations.

Explain the shopping appeal to international tourists of **each** of the following:

- international airports

.....
.....
.....
.....

- stalls located outside visitor attractions

.....
.....
.....
.....

- traditional markets located within the destination

.....
.....
.....
.....

[6]

Question 3

Refer to Fig. 3 (Insert), information about Calico Ghost Town in California, USA.

- (a) Explain **two** likely advantages to Calico Ghost Town of being awarded California Historic Landmark status.

1

.....

.....

.....

2

.....

.....

.....

[4]

- (b) Many visitors drive to Calico Ghost Town in their car or recreational vehicle to break the long journey between Los Angeles and Las Vegas.

With reference to Fig. 3 (Insert), identify and explain **three** ways in which Calico is likely to meet their needs.

1

.....

.....

.....

2

.....

.....

.....

3

.....

.....

.....

[6]

(c) Many destinations have historic attractions such as castles and cathedrals.

Explain **three** ways in which these types of attraction are likely to appeal to the events market.

1

.....

.....

.....

2

.....

.....

.....

3

.....

.....

.....

[6]

Question 4

Refer to Photographs A and B together with Fig. 4 (Insert), a map showing the Dubai Water Taxi Stations along the coast of Dubai. The photographs were taken by a leisure tourist staying at the Jebel Ali Golf Resort in Dubai. The tourist was using the Dubai Water Taxi service to travel along the full length of the coast (shown in Fig. 4) from Jebel Ali to Dubai Creek.

- (a) Using evidence from Photographs A and B together with Fig. 4 (Insert), describe **two** reasons for the appeal to the leisure tourist of making this journey by water taxi.

1

.....

.....

.....

2

.....

.....

.....

[4]

- (b) In some destinations the development of coastal infrastructure can cause negative environmental impacts.

Explain **three** negative environmental impacts associated with the development of marinas.

1

.....

.....

.....

2

.....

.....

.....

3

.....

.....

.....

[6]

- (c) The Government of Dubai Department of Tourism and Commerce Marketing (DTCM) is Dubai's national tourism organisation.

Explain **three** roles usually carried out by a national tourism organisation.

1

.....

.....

.....

2

.....

.....

.....

3

.....

.....

.....

[6]

BLANK PAGE

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in the Cambridge International Examinations Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cie.org.uk after the live examination series.

Cambridge International Examinations is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.