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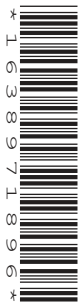
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**TRAVEL AND TOURISM**

Paper 1 Core

**9395/11**

**May/June 2014**

**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.

**Question 1**

Refer to Fig. 1 (Insert), a news item about trends in the Chinese travel market.

(a) Identify from Fig. 1 (Insert) **four** ways in which some US hotel chains are attempting to appeal to the Chinese market.

- 1 .....
- 2 .....
- 3 .....
- 4 .....[4]

(b) Explain **three** advantages to leisure tourists of travelling 'independently, and not as part of a group'.

- 1 .....  
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.....  
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- 2 .....  
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- 3 .....  
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.....  
.....[6]

(c) Explain **three** socio-economic factors that have led to increased numbers of international tourists from More Economically Developed Countries (MEDCs).

1 .....

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2 .....

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3 .....

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.....[6]



**Question 2**

Refer to Fig. 2 (Insert), information for visitors and residents about Cape Town’s baboons.

- (a) Using Fig. 2 (Insert), describe **two** ways in which Cape Town’s baboons may be a hazard to visitors.

1 .....

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2 .....

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.....[4]

- (b) Tour guides are often employed in ecologically sensitive destinations.

Explain **three** ways in which the use of guides reduces the risk of negative environmental impacts.

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2 .....

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3 .....

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.....[6]

(c) The behaviour of some visitors can have a negative influence on a destination's host population.

Explain **three** ways in which such negative socio-cultural influences can be minimised.

1 .....

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[6]



**Question 3**

Refer to Figs 3(a) and 3(b) (Insert). Fig. 3(a) shows external customers waiting to purchase tickets for a city sightseeing tour. One person is a ‘mystery shopper’, evaluating the quality of customer service provided by the tour operator’s front-line employees. Fig. 3(b) shows part of the data recording sheet used by the mystery shopper.

**(a)** State **four** aspects of the employee’s personal appearance that are likely to affect the mystery shopper’s judgement.

- 1 .....
- 2 .....
- 3 .....
- 4 ..... [4]

**(b)** The manager of the ticket office is responsible for improving the standard of customer service delivered to both internal and external customers.

Explain the likely benefits of:

- greeting staff in a friendly, pleasant manner .....  
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.....  
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- listening to the opinions of staff .....  
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.....
- demonstrating good telephone skills .....  
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[6]







**Question 4**

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

Complete the following table to identify the type of leisure tourist most likely to have taken each photograph.

Type of leisure tourist	Photograph
Cultural tourist on a European city break	
Adventure tourist on an activity holiday	
Ecotourist on a South African safari holiday	
Holidaymaker staying at an all-inclusive beach resort	

[4]

- (b) There are now many types of leisure tourism. Define and give an example of each of the following:

- religious tourism .....
- rural tourism .....
- volunteer tourism .....

[6]

(c) Discuss how mass tourism can lead to destination stagnation.

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