

CANDIDATE
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TRAVEL AND TOURISM

9395/12

Paper 1 Core

May/June 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.

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), details of a 'National Code of Practice for Visitor Attractions' and Photographs A, B, C and D (Insert).

- (a) Photographs A, B, C and D (Insert), taken at different visitor attractions, show ways in which aspects of the 'National Code of Practice for Visitor Attractions' have been put in place.

Identify, using Fig. 1 (Insert), which aspect of the Code of Practice **each** photograph illustrates.

Photograph A: Code of Practice number

Photograph B: Code of Practice number

Photograph C: Code of Practice number

Photograph D: Code of Practice number

[4]

- (b) Attractions that follow the Code of Practice will meet the needs of most external customers. Explain **three** 'reasonable adjustments' for disabled people that are found at many visitor attractions.

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[6]

(c) Explain **three** ways by which many travel and tourism organisations meet the needs of customers for whom English is not their first language.

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[6]

(c) State **two** negative environmental impacts which could be caused by tourists visiting fragile coastal environments. Explain fully how each impact might be managed in a sustainable way.

Negative impact 1

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Negative impact 2

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Question 3

Refer to Fig. 3 (Insert), tourism data for selected Asian countries in 2012.

- (a) With reference to Fig. 3 (Insert), describe the variations in the growth of outbound travel from Asia in 2012.

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- (b) Discuss the factors that are likely to have caused the variations in outbound travel shown in Fig. 3 (Insert).

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(c) Explain **three** ways in which national tourist boards can encourage inbound tourism.

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Question 4

Refer to Photographs E, F, G and H (Insert), which show different types of food and beverage outlets used by tourists.

- (a) Using Photographs E, F, G and H (Insert), complete the following table by identifying the photograph of the food and beverage outlet which is most likely to meet the stated tourist needs.

Tourist needs	Photograph
Business tourist needing a venue to host a fund raising dinner	
Educational tourist needing a quick take-away snack	
Leisure tourist wanting to relax with a cool drink in the tropical heat	
Outbound tourists wanting a meal as they wait for a delayed flight	

[4]

- (b) Large international hotels usually provide guests with a variety of food and beverage facilities. Describe the characteristic features of **each** of the following:

- coffee shop

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- fine dining restaurant

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[6]

(c) State **three** services usually provided by large international hotels for business customers and for **each** explain how it meets a customer need.

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