Cambridge International AS & A Level

Cambridge International Examinations
Cambridge International Advanced Subsidiary and Advanced Level

CANDIDATE NAME	

CENTRE NUMBER						CANDIDATE NUMBER					

0083604080

TRAVEL AND TOURISM **9395/11**

Paper 1 Core **October/November 2016**

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.

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CAMBRIDGE International Examinations

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Question 1

Refer to Photographs A, B, C and D (Insert), which were taken at different attractions in England and Wales popular with visiting tourists. Signs are used to provide different types of information to external customers.

(a) Using photographs A, B, C and D (Insert), identify the sign that informs external customers about **each** of the following:

- a risk to their health and safety

  photograph .....

- the route to be followed during their tour

  photograph .....

- general information about the site

  photograph .....

- the fact that the site conforms to certain industry standards

  photograph .....

[4]

(b) Other than signs, explain **three** ways in which travel and tourism organisations can make information available to external customers.

1 .....

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2 .....

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3 .....

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(c) Choose **one** job role within a travel and tourism organisation and discuss the training which is made available to improve employee performance.

Organisation ..... Job role .....

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(d) Evaluate the ways in which **one** named travel and tourism organisation gathers feedback from its external customers.

Name of organisation .....

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[Total: 25]

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Question 2

Refer to Fig. 1 (Insert), information about a recent innovation to help serve the European food tourism market.

(a) State **four** features of a fine dining restaurant.

1 .....

2 .....

3 .....

4 .....
[4]

(b) Explain **three** ways in which the holding of a food fair is likely to stimulate economic development within a destination.

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(c) Other than food and drink, state and describe **three** ways in which visiting tourists can experience the traditional culture of a destination.

1 .....

Description .....

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2 .....

Description .....

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3 .....

Description .....

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(d) Discuss the reasons why tourism destination managers should use web-based technologies to post information about events.

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[Total: 25]

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Question 3

Refer to Fig. 2 (Insert), tourism data for Sierra Leone in West Africa between 2011 and 2012.

(a) State **four** factors which are likely to have influenced the number of visitors to Sierra Leone by place of residence.

1 .....

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4 ..... [4]

(b) With reference to Fig. 2 (Insert), discuss the view that Sierra Leone is in the development stage of the Butler model of destination evolution.

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(c) Most tourism products are perishable.

Explain **two** ways in which tourism providers can manage perishable products.

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(d) In the summer of 2014 West African countries, including Sierra Leone, were affected by an outbreak of the deadly Ebola virus. This had a large negative impact on travel to the region.

Discuss how types of **natural** disaster are likely to disrupt travel and tourism.

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Question 4

Refer to Fig. 3 (Insert), a news item about the 'Go Eco Phuket' event in Thailand.

(a) The 'Go Eco Phuket' clean up is an example of sustainable destination management.

Define each of the following:

- public sector tourism organisation

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- private sector tourism organisation

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(b) The principles of sustainable destination management can be stated as follows:

It is about managing the visitor impact on a local destination's economy, population and physical environment in a way which benefits everybody both now and in the future.

Assess the extent to which the 'Go Eco Phuket' clean-up events fit in with this definition.

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(c) The popularity of many tourist destinations such as Phuket is at risk from a variety of negative influences.

Explain how **each** of the following may affect the popularity of a destination:

- over-commercialisation

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- terrorism

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- crime and social problems

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(d) Evaluate the appeal of **one** named visitor attraction to different types of tourist.

Name of attraction .....

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