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**TRAVEL AND TOURISM**

**7096/13**

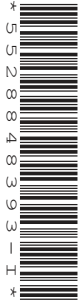
Core Module

**October/November 2015**

INSERT

**2 hours**

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**READ THESE INSTRUCTIONS FIRST**

This Insert contains all the Figures referred to in the questions.

Anything the candidate writes on this Insert will not be marked.

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This document consists of **6** printed pages and **2** blank pages.

Fig. 1 for Question 1







<b>Posture</b>	– be alert and ready to help	
<b>Look and Listen</b>	– show interest and concern	
<b>Expression</b>	– friendly, natural smile!	
<b>Appearance</b>	– smart, clean, correct uniform	
<b>Speech</b>	– show courtesy and friendliness	
<b>Eagerness</b>	– help others, show enthusiasm, enjoy your work	

Fig. 1

Fig. 2 for Question 1



Fig. 2

Fig. 3 for Question 2

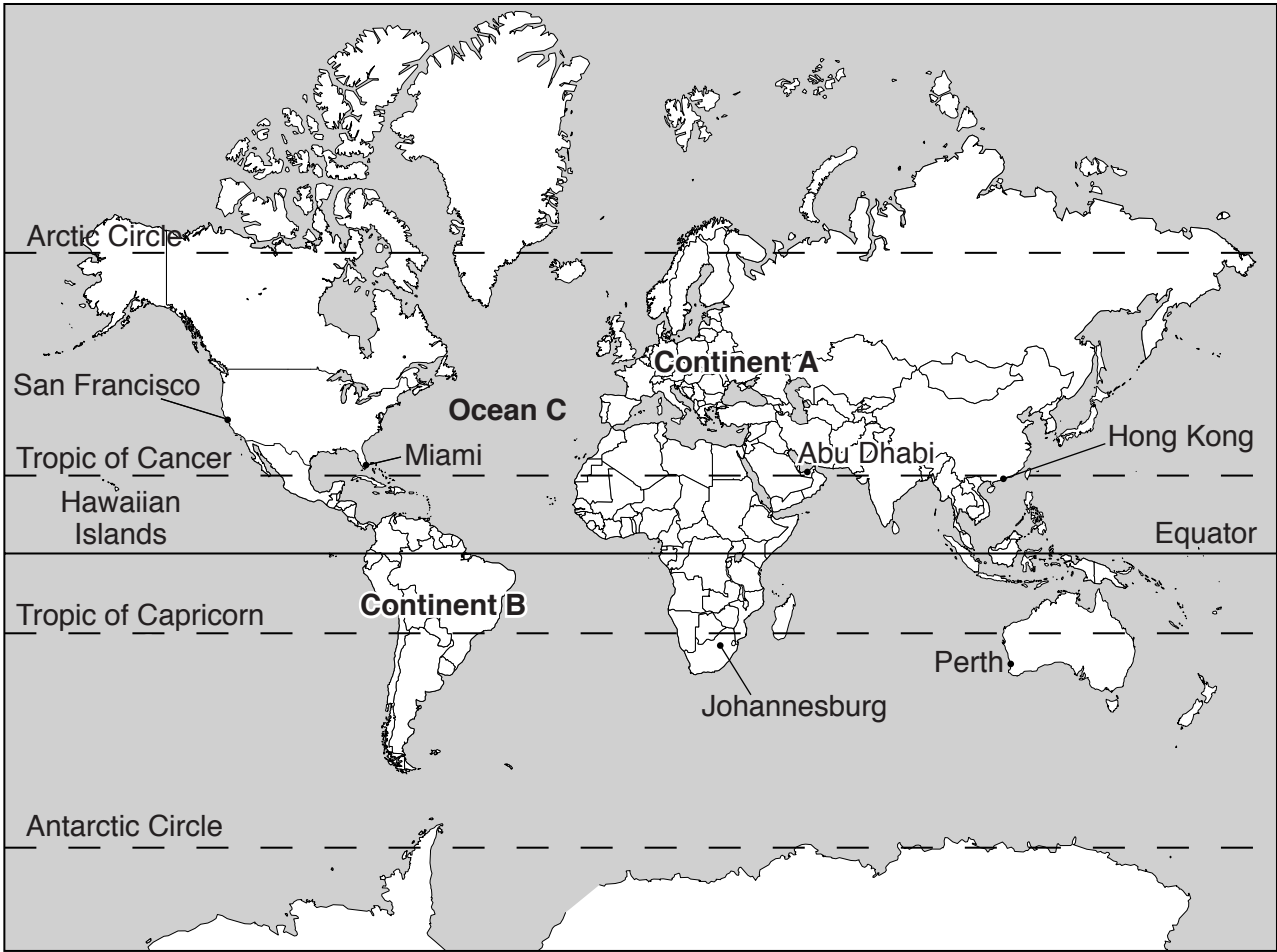


Fig. 3

Fig. 4 for Question 3

### Hiroshima 4-Day Train and Hotel Package by Shinkansen from Tokyo

The Shinkansen or “Bullet Train” is a network of high-speed railway lines in Japan. Starting with the Tokaido Shinkansen in 1964, the network has expanded and currently consists of 2387.7km of lines with maximum speeds of 240–300km per hour. The network links most major cities on the islands of Honshu and Kyushu. All passengers on the Tokaido Shinkansen can enjoy gazing at Japan’s unique and beautiful scenery, such as Mount Fuji and Kyoto.



Prices start from **JPY 45 900** per person. Your train tickets and itinerary for the 674 km journey are delivered to your hotel or other address within Japan at least one day prior to departure. Specific departure times and seat assignments cannot be allocated in advance.

- **Day 1: Tokyo – Hiroshima**

Proceed to Tokyo station on your own and board the Shinkansen Express for Hiroshima listed on your ticket. The departure time from Tokyo will be between 10.10 and 12.10. Arrive in Hiroshima between 14.00 and 16.10. After arrival in Hiroshima you are free to explore. Hotel check-in times will be listed in the itinerary you receive along with your ticket. You may leave your luggage with your hotel before checking in. Stay overnight at your accommodation in Hiroshima.

- **Day 2–3: Hiroshima**

Free to explore and view sights such as the A-Bomb Dome, designated a UNESCO World Heritage Site in 1996.

- **Day 4: Hiroshima – Tokyo**

You are free until departure. Proceed to Hiroshima station on your own and board the Shinkansen Express for Tokyo listed on your ticket. The departure time from Hiroshima will be between 15.00 and 16.50. Arrive in Tokyo between 19.00 and 21.00.

Fig. 4

Fig. 5 for Question 4

### Visitors spend GBP706 million while in Britain watching football

Figures released by the UK's national tourism agency VisitBritain show that nearly one million overseas visitors watched a game of football in 2012. These 900 000 football tourists spent a substantial GBP706 million, the equivalent of GBP785 per fan and GBP200 more than the average visitor (GBP583).

Around 40% of foreign football tourists going to a football match said that watching sport was the main reason for visiting the UK. The research also suggests that football was highly effective in attracting visitors to Britain at some of the quieter times of the year, with the greatest proportion of inbound visitors going to a football match between January and March. The highest numbers of football tourists in 2012 came from Ireland (174 000), Norway (80 000), USA (61 000), Spain (54 000) and Germany (48 000).

Football also encourages visitors to explore beyond London. The Premier League grounds attracting the largest number of overseas fans are in the North West of England. Nearly 20% of visitors who came here to see a game went to Old Trafford (in Manchester), followed closely by Anfield (in Liverpool).

Fig. 5

Fig. 6 for Question 4



Fig. 6



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