

## **Cambridge International Examinations**

Cambridge International AS & A Level	Cambridge International Examinations Cambridge International Advanced Subsidiary and Advanced Level
CANDIDATE NAME	
CENTRE NUMBER	CANDIDATE NUMBER

TRAVEL AND TOURISM

9395/13

Paper 1 Core

October/November 2014

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.



Refer to Fig. 1 (Insert), a photograph showing the terrace area of a resort hotel. The terrace is a buffet-style meals.

(a)	Using Fig. 1 (Insert), describe <b>two</b> advantages to the <b>hotel</b> of using the terrace for the service of buffet-style meals.		
	1		
	2		
	[4]		
(b)	Sometimes the hotel will hold a themed event such as 'Mexican Night'.		
	State <b>three</b> methods the hotel is likely to use to inform resident guests of such an event and briefly explain why <b>each</b> method is used.		
	1		
	2		
	3		
	[6]		

(c)	The themed events are popular and attract local residents as well as hotel guests.  Explain <b>three</b> ways in which the hotel is likely to monitor levels of customer satisfaction.
	Explain three ways in which the hotel is likely to monitor levels of customer satisfaction
	1
	2
	3

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	The state of the s
	4
)	During high season the hotel, like many other travel and tourism organisations additional staff.  With reference to <b>one</b> travel and tourism organisation with which you are familiar, evaluate types of training offered to such employees.  Name of chosen organisation
	With reference to <b>one</b> travel and tourism organisation with which you are familiar, evaluate types of training offered to such employees.
	Name of chosen organisation
	[9]

[Total: 25]

Refer to Fig. 2 (Insert), statistics about visitor arrivals to the Philippines in 2009 and 2011.

(a)	between 2009 and 2011.
	1
	2
	3
	4[4]
(b)	Discuss the likely reasons why only a small percentage of visitors to the Philippines are European.
	[6]

(c)	Five of the top 12 markets for visitors to the Philippines are nations with emerging and rising levels of GDP.  Explain <b>three</b> reasons why a rise in GDP increases rates of participation in tourism.	
	Explain <b>three</b> reasons why a rise in GDP increases rates of participation in tourism.	
	1	
	2	
	2	

7 (d) The Philippines was in the development stage of the Butler model of destination between 2009 and 2011. Discuss the characteristics of a destination's tourism industry when it is at the develop stage.

> [Total: 25] [Turn over

Refer to Photographs A, B, C and D (Insert), which were taken by different types of leisure tour

(a) Complete the following table by identifying the photograph most likely to have been taken a each type of leisure tourist.

Type of leisure tourist	Photograph
Religious tourist	
Adventure tourist	
Sports tourist	
Ecotourist	

ı	47
ı	<b>4</b> 1
1	71

needs of individual guests.
1
2
3
le)

www.PapaCambridge.com (c) Some international travellers do not want to stay in a resort hotel. Explain to accommodation used by the following types of tourist: a young person backpacking around a country using a hostel a small group of mountaineers wanting to climb the slopes in a National Park using a campsite

a business traveller attending an exhibition using a 4\* hotel

[6]

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ć	Discuss the view that a cruise holiday on board a modern vessel is similar to all-inclusive resort hotel.
•	
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•	
•	
•	
•	

[Total: 25]

Refer to Fig. 3 (Insert), information about a Cambodian organisation supporting responsible to

www.PapaCambridge.com (a) Identify from Fig. 3 (Insert) the following: two cultural attractions located in Siem Reap province the number of tourists attracted to the province each year whether ConCERT is a commercial or non-commercial organisation [4] (b) Explain three ways in which tourists following ConCERT's advice will help to generate positive economic impacts in Siem Reap.

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(c)	Using Fig. 3 (Insert), discuss how responsible tourism can minimise negative simpacts within destinations.

(d)	With reference to <b>one</b> destination with which you are familiar, discuss how environmental problems associated with the development of tourism are being man.  Name of chosen destination
	Name of chosen destination
	[9]

[Total: 25]

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