

Cambridge International Examinations

AS & A Level	Cambridge international Advanced S	Subsidiary and Advanced Lev	/ei
CANDIDATE NAME			
CENTRE NUMBER		CANDIDATE NUMBER	
TRAVEL AND	TOURISM		9395/11
Paper 1 Core		Octo	ober/November 2015
		2 h	ours and 30 minutes
Candidates ar	nswer 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 travel and tourism organisation's policy statement about its commitment to equality and diversity in the workplace.

(a)	Identify from Fig. 1 (Insert), four aspects of employment covered by the organisation's Equality and Diversity Policy.
	1
	2
	3
	4[4]
(b)	Explain three ways in which an organisation can assess the extent to which workplace policies are being followed by frontline employees.
	1
	2
	3
	[6]

(c)	Discuss the view that smaller visitor attractions are able to provide very high levels of customer service.
	[e]

Chosen job role/organisation

Refer to Fig. 2 (Insert), information about tourism in Europe during the first half of 2013.

(a)	Ider	ntify from Fig. 2 (Insert), the following:
	•	the two European destinations showing the largest percentage growth in foreign visits
		1
		2
	•	the two European destinations showing a percentage decline in foreign visits
		1
		2[4
(b)		list some of the countries listed in Fig. 2 (Insert) share a common currency, the Euro (\in) ers still use their own national currencies.
	Disc visit	cuss how fluctuations in the exchange rates of currency are likely to influence foreigns.
		[6

(c) Some European destinations are now experiencing different rates of growth.

Acc	According to the Butler model of destination evolution, describe the following stages:				
•	stagnation				
•	rejuvenation				
	[6]				

(d)	With reference to one destination with which you are familiar, assess the visitor appeal of the major events which are held during the year.
	Chosen destination
	[9]

[Turn over

Refer to Fig. 3 (Insert), information about an eco-friendly resort in Madagascar.

(a)	Identify from Fig. 3 (Insert), four ways in which the L'Heure Bleue resort attempts to minimise its negative environmental impact on Nosy Be.
	1
	2
	3
	4[4]
(b)	Using information from Fig. 3 (Insert), explain three ways in which L'Heure Bleue creates a positive social impact for the local population.
	1
	2
	3
	[6]

(c)	Explain three ways in which tourists taking part in local excursions to remote areas are likely to create negative social impacts.
	1
	2
	3
	[6]

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Refer to Fig. 4 (Insert), a news item about the shopping habits of Chinese international travellers.

(a)	Identify from Fig. 4 (Insert), the following:
	Two types of luxury goods popular with Chinese international travellers
	1
	2
	Two ways in which the New York department store prepared to welcome Chines shoppers
	1
	2[4
(b)	With reference to Fig. 4 (Insert), identify and explain fully two factors influencing the growth i outbound tourism from China.
	1
	2
	[6

(c)	Shopping tourism is a specialised niche travel market and an example is Chinese tourists shopping on Fifth Avenue in New York.
	State three other types of specialised niche tourism and give a named example of each.
	Specialised niche 1
	Example
	Specialised niche 2
	Example
	Specialised niche 3
	Example
	[6]
	[0]

(d)	Many tour operators now serve specialised niche travel markets with customised package tours.
	Assess the methods used by such operators to reach their target markets.
	[9]

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