

Cambridge International Examinations

Cambridge International Advanced Subsidiary and Advanced Level

| AS & A Level | · |
|--|------------------------|
| CANDIDATE NAME | |
| CENTRE NUMBER | CANDIDATE NUMBER |
| TRAVEL AND TOURISM | 9395/13 |
| Paper 1 Core | October/November 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.

Do not use staples, paper clips, glue or correction fluid.

You may use an HB pencil for any diagrams or graphs.

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 Photographs A, B, C and D (Insert), which show different customer service environments. In the photographs the needs of external customers are being met by members of staff.

(a) Using Photographs A, B, C and D (Insert), identify the photograph most likely to illustrate

| | each of the following: | | | | |
|-----|------------------------|---|----------|--|--|
| | • | a customer being offered help and advice when purchasing a gift | | | |
| | | Photograph | | | |
| | • | a customer being helped with a piece of luggage | | | |
| | | Photograph | | | |
| | • | a customer being issued with admission tickets | | | |
| | | Photograph | | | |
| | • | a customer being given directions | | | |
| | | Photograph[4 | <u>[</u> | | |
| (b) | Sor | ne organisations give awards such as 'employee of the month'. | | | |
| | | plain three advantages to travel and tourism organisations of making this type of award ilable to their employees. | d | | |
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| (c) | Identify three job roles within a travel and tourism organisation with which you are familiar. |
|-----|---|
| | For each job role, describe a customer service situation in which the employee could receive informal feedback from customers. |
| | Name of travel and tourism organisation |
| | Job role 1 |
| | Description |
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| | |
| | Job role 2 |
| | Description |
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| | |
| | Job role 3 |
| | Description |
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| | [6] |

| (d) | Choose one job role within a travel and tourism organisation with which you are familiar. |
|-----|--|
| | Evaluate the standards of performance expected of an employee carrying out this role. |
| | Chosen job role and organisation |
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Refer to Figs. 1a and 1b (Insert), information about tourism in the historic city of Bruges in Belgium.

| (a) | Ide | ntify from Fig. 1a (Insert), the following: | |
|-----|-------|--|-----------|
| | • | the year in which Bruges became a World Heritage Site | |
| | • | the number of day visitors at peak holiday periods | ••• |
| | • | two advantages of the use of minibuses | ••• |
| | | 1 | |
| | | 2 | [4] |
| (b) | of ti | h reference to Fig. 1a (Insert), assess the extent to which Bruges has solved the proble raffic congestion in the city centre. | |
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| (c) | With reference to Fig. 1b (Insert), identify three types of sightseeing tour available in Bru For each tour, suggest a different reason for its popularity. | ıges. |
|-----|---|-------|
| | Tour 1 | |
| | Reason | |
| | | |
| | | |
| | Tour 2 | |
| | Reason | |
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| | | |
| | Tour 3 | |
| | Reason | |
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(d) The development of tourism in Bruges has been influenced by planning controls.

| With reference to one destination with which you are familiar, discuss how planning controls have influenced its development as a destination. |
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| Chosen destination |
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Refer to Fig. 2 (Insert), information about the Deira City Centre shopping mall in Dubai.

| Ider | ntify from Fig. 2 (Insert), the following: |
|------|--|
| • | the year Deira City Centre opened |
| • | the size of Deira City Centre's retail space |
| • | the number of information points in Deira City Centre |
| • | the seating capacity of the VOX cinema multiplex |
| | [4] |
| | n reference to Fig. 2 (Insert), assess the reasons why Deira City Centre attracts 20 million ors per year. |
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| | • With visit |

| (c) | Many tourists do not want to visit large shopping malls and prefer to buy traditional craft items to remind them of their travels. |
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| | Explain three benefits to local communities of the sale of traditional craft items. |
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| (d) | Evaluate the factors which influence the amount of money tourists spend when visiting a destination. |
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Refer to Figs. 3 and 4 (Insert), information about tourism at Uluru (Ayres Rock) in the Northern Territories of Australia.

| (a) | | ntify from Fig. 3 (Insert), four services provided at the Uluru Cultural Centre for the venience of visitors. |
|-----|------|--|
| | 1 | |
| | 2 | |
| | 3 | |
| | 4 | [4] |
| (b) | With | reference to Fig. 4 (Insert), explain fully why the Park's management asks visitors: |
| | • | not to stop where yellow lines are painted on the side of the road |
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| | • | to take only photographs |
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| C) | Some members of the local Anangu tribe are employed as park rangers in the Uluru-Kata Tjuta National Park. |
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| | Describe three ways in which this is likely to help the destination to be managed successfully. |
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|) | voluntary organisations often play a significant role in the development of tourism. |
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| | With reference to one voluntary organisation with which you are familiar, assess the extent to which it has been able to meet its tourism-related objectives. |
| | Chosen voluntary organisation |
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