

## **Cambridge International Examinations**

Cambridge International Advanced Subsidiary and Advanced Level

CANDIDATE NAME					
CENTRE NUMBER			CANDIDATE NUMBER		

#### TRAVEL AND TOURISM

9395/11

Paper 1 Core

May/June 2016

2 hours 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.



Refer to Fig. 1 (Insert), an online job advertisement placed by a motel in Ouray, a small community located in the Rocky Mountains of Colorado, USA.

(a)	State <b>four</b> types of information that guests are likely to ask of a front desk agent.
	1
	2
	3
	4
	[4]
(b)	With reference to Fig. 1 (Insert), assess the extent to which the front desk agent's responsibilities cover all stages of a guest's stay at the motel.
	[6]

(c)	Explain <b>three</b> ways in which the front desk agent is likely to receive feedback about the quality of customer service provided by the motel.
	1
	2
	3
	[6]

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Refer to Fig. 2 (Insert), information about VisitEngland's action plan for rural tourism.

(a)	Identify from Fig. 2 (Insert), <b>four</b> outdoor recreational activities which help support the development of rural tourism.
	1
	2
	3
	4
(b)	Refer to photographs A and B (Insert), which were taken in a small English village with a population of less than 300 inhabitants.
	Explain <b>two</b> negative social impacts that are likely to result if the village shown in Photographs A and B (Insert), starts to attract an increased number of day visitors on a regular basis.
	1
	2
	[6

(c)	Areas of outstanding natural beauty can suffer from a variety of negative environme impacts.	enta
	State <b>three</b> risks to the environment caused by tourists in such areas and describe how erisk can be managed to minimise the negative impact.	ach
	Risk 1	
	How managed	
	Risk 2	
	How managed	
	Risk 3	
	How managed	
		[6]

	Using examples, discuss how tourist destinations have been able to generate bus opportunities suited to local environments and communities.
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Refer to Fig. 3 (Insert), information about tourism in Sub-Saharan Africa (SSA).

(a)	Identify from Fig. 3 (Insert), <b>four</b> Sub-Saharan African countries which the World Bank classifies as being the most advanced in terms of tourism development.
	1
	2
	3
	4[4]
(b)	Using information from Fig. 3 (Insert), discuss the relationship between GDP and tourism development in Sub-Saharan Africa.
	[6]

(c)	Tourism development in the Sub-Saharan region of Africa is vulnerable to a variety of externa factors.								
		lain how <b>each</b> of the following is likely to pose a threat to the development of tourism in region.							
	•	climate change							
	•	currency fluctuations							
		abili waxaat							
	•	civil unrest							
		[6]							

(d) The World Bank recognises that different countries are at different stages of tourism

development.	
For <b>one</b> tourist destination, evaluate the natural and/or built attractions which have in its current stage of development.	fluenced
Chosen destination	
	[9]

Refer to Fig. 4 (Insert), an extract from promotional material produced by the Indian tour operator Special Holidays Travel. The company provides tours and holiday packages for the inbound, outbound and domestic markets.

(a)	State four components of a holiday package.
	1
	2
	3
	4
	[4]
(b)	The tours and holiday packages offered by Special Holidays Travel are examples of intangible products.
	Explain how Special Holidays Travel can overcome product intangibility.
	[6]

(c)	One of the products offered by Special Holidays Travel is 'Cultural Packages'.
	Explain three positive cultural impacts that such packages may have on the host population.
	1
	2
	3
	91

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