

#### **Cambridge International Examinations**

Cambridge International Advanced Subsidiary and Advanced Level

CANDIDATE NAME					
CENTRE NUMBER			CANDIDATE NUMBER		

TRAVEL AND TOURISM

9395/12

Paper 1 Core May/June 2016

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.



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Refer to Fig. 1 (Insert), information about some of the tourist attractions to be found in Brussels, Belgium.

(a)	Using only information from Fig. 1 (Insert), explain <b>two</b> ways in which Scott's café-bar will benefit from locating on the Rue Montagnes aux Herbes Potageres.				
	1				
	2				
	[4]				
(b)	Fig. 1 (Insert) suggests that Brussels is likely to attract international visitors interested in specialised niche tourism for either art, shopping or food and drink.				
	State <b>three</b> other types of specialised niche tourism and give a definition to indicate what each involves.				
	Type 1				
	Definition				
	Type 2				
	Definition				
	Type 3				
	Definition				
	[a]				

)	Brussels is an important destination for business tourism.
	Discuss the reasons why business tourism tends to be less seasonal than leisure tourism.
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(d)	Evaluate the venues which are used for business tourism events within <b>one</b> destination.						
	Chosen destination						
	[9]						

Refer to Fig. 2 (Insert), a news item about Singapore.

(a)	With reference to Fig. 2 (Insert), describe <b>two</b> ways in which the restaurant failed to meet the needs of the visiting family.						
	1						
	2						
	[4]						
(b)	Discuss the likely consequences for travel and tourism organisations which fail to provide acceptable levels of customer service.						
	[6]						

(c)	With reference to a named travel and tourism organisation, state and describe <b>one</b> service task performed by an employee in each of <b>three different</b> job roles.
	Name of organisation
	Job role 1
	Chosen service task
	Service task description
	Job role 2
	Chosen service task
	Service task description
	Job role 3
	Chosen service task
	Service task description
	[6]

u	nd tourism organisations.
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Refer to Fig. 3 (Insert), information about Costa Rica's tourism goals.

(a)	Suggest reasons why the exact number of international tourists to Costa Rica in 201 be predicted accurately.	7 cannoi
		[4]
(b)	Some hotels in Costa Rica are certified for their sustainable practices.	
	Explain <b>three</b> eco-friendly practices hotel providers can adopt in their rooms.	
	1	
	2	
	3	
		[6]

(c)	Cos	ta Rica is a less economically developed country (LEDC).
	Ехр	lain why the development of its tourism industry might result in <b>each</b> of the following:
	•	export leakage
	•	import leakage
	•	increased living costs
		[6]

(d)	With reference to Photograph A (Insert), evaluate the negative environmental impacts ware likely to be caused by tourists visiting this destination.	hich
		[9]

Refer to Fig. 4 (Insert), information about inbound tourism to the UK in 2013.

(a)	lder	ntify from Fig. 4 (Insert), the following:
	•	the country in the UK receiving the fewest international tourists in 2013
	•	the UK's most important source market for international visitor numbers in 2013
	•	the UK's highest spending European source market in 2013
	•	the amount spent by international visitors to London in 2013
		[4]
(b)		tBritain is the UK's national tourism organisation. Its partners include airlines, tour rators and global brands such as Samsung and the English Premier League.
		lain fully how VisitBritain's partners are likely to benefit from <b>each</b> of the following national ism organisation activities:
	•	the analysis of visitor trends
	•	the hosting of familiarisation visits
		[6]

(c)	The UK has many historic visitor attractions which are managed by non-commercial voluntary organisations.
	State and explain <b>three</b> ways in which such attractions are able to generate funding despite not charging an admission fee.
	1
	2
	3
	[6]

(d)	Discuss the factors that influence the numbers of domestic tourists in more economical developed countries (MEDCs).	ly
		••
		••
		••
		••
		••
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		••
	[(	91

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