

Cambridge International Examinations

International AS & A Level	Cambridge International Advanced	Subsidiary and Advanced Le	evel
CANDIDATE NAME			
CENTRE NUMBER		CANDIDATE NUMBER	
TRAVEL AND	TOURISM		9395/12
Paper 1 Core		Oc	tober/November 2016
		2	hours and 30 minutes
Candidates an	swer 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.



about each of the following:

Refer to Photographs A, B, C and D (Insert), which were taken at different attractions in England and Wales popular with visiting tourists. Signs are used to provide different types of information to external customers.

(a) Using photographs A, B, C and D (Insert), identify the sign that informs external customers

	•	a risk to their health and safety
		photograph
	•	the route to be followed during their tour
		photograph
	•	general information about the site
		photograph
	•	the fact that the site conforms to certain industry standards
		photograph
		[4]
(b)		er than signs, explain three ways in which travel and tourism organisations can make rmation available to external customers.
	1 .	
	2 .	
	3 .	
	0 .	
		[6]

(c)	Choose one job role within a travel and tourism organisation and discuss the training which is made available to improve employee performance.
	Organisation
	[6]

)	from its external customers.
	Name of organisation
	[9]

Refer to Fig. 1 (Insert), information about a recent innovation to help serve the European food tourism market.

(a)	State four features of a fine dining restaurant.
	1
	2
	3
	4[4
(b)	Explain three ways in which the holding of a food fair is likely to stimulate economic development within a destination.
	1
	2
	3
	[6]

(c)	Other than food and drink, state and describe three ways in which visiting tourists car experience the traditional culture of a destination.
	1
	Description
	2
	Description
	3
	Description
	a1

ologies

Refer to Fig. 2 (Insert), tourism data for Sierra Leone in West Africa between 2011 and 2012.

(a)	State four factors which are likely to have influenced the number of visitors to Sierra Leone by place of residence.
	1
	2
	3
	4[4]
(b)	With reference to Fig. 2 (Insert), discuss the view that Sierra Leone is in the development stage of the Butler model of destination evolution.
	[6]

;)	Most tourism products are penshable.
	Explain two ways in which tourism providers can manage perishable products.
	1
	2

)	In the summer of 2014 West African countries, including Sierra Leone, were affected by an outbreak of the deadly Ebola virus. This had a large negative impact on travel to the region.
	Discuss how types of natural disaster are likely to disrupt travel and tourism.
	[9

Refer to Fig. 3 (Insert), a news item about the 'Go Eco Phuket' event in Thailand.

(a)	The	'Go Eco Phuket' clean up is an example of sustainable destination management.
	Defi	ne each of the following:
	•	public sector tourism organisation
	•	private sector tourism organisation
		[4]
(b)	The	principles of sustainable destination management can be stated as follows:
		about managing the visitor impact on a local destination's economy, population and sical environment in a way which benefits everybody both now and in the future.
	Ass	ess the extent to which the 'Go Eco Phuket' clean-up events fit in with this definition.
		IA:

influences.

(c) The popularity of many tourist destinations such as Phuket is at risk from a variety of negative

Explain how each of the following may affect the popularity of a destination:		
over-commercialisation		
• terrorism		
crime and social problems		
[6]		

Evaluate the appeal of one named visitor attraction to different types of tourist.	
Name of attraction	
	[9
	Evaluate the appeal of one named visitor attraction to different types of tourist. Name of attraction

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