Cambridge International AS & A Level

Cambridge International Examinations
Cambridge International Advanced Subsidiary and Advanced Level

CANDIDATE NAME	

CENTRE NUMBER						CANDIDATE NUMBER					

8363154732

TRAVEL AND TOURISM **9395/13**

Paper 1 Core **October/November 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.
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.

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CAMBRIDGE International Examinations

Question 1

Refer to Photograph A (Insert), a resort hotel.

(a) With reference to Photograph A (Insert), state **four** likely reasons for the appeal of the resort hotel shown.

1 .....

2 .....

3 .....

4 ..... [4]

(b) Discuss the ways in which accommodation providers meet different customer needs.

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(c) Most accommodation has been awarded a quality grading or rating.

Explain **three** advantages to customers of the use of accommodation grading systems.

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(d) Some Europeans now own a holiday home abroad.

Discuss the likely reasons for the increase in holiday home ownership.

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[Total: 25]

Question 2

Refer to Fig. 1 (Insert), the results of a survey into the personal qualities and skills needed for employment in the travel and tourism industry.

(a) Identify from Fig. 1 (Insert), the **four** most important attributes that employers look for as being fully developed in employees.

1 .....

2 .....

3 .....

4 ..... [4]

(b) For **each** of **three** job roles within a named travel and tourism organisation, state **one** vocational job-specific skill and describe how the employee makes use of it in the workplace.

Name of organisation .....

Job role 1 .....

Job-specific skill .....

How used .....

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Job role 2 .....

Job-specific skill .....

How used .....

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Job role 3 .....

Job-specific skill .....

How used .....

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(c) The majority of travel and tourism employees, including those identified in part **(b)**, are likely to have a line manager.

Explain **three** ways in which the line manager will monitor the employee's overall progress and performance.

1 .....

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(d) Discuss the likely role of a mystery shopper in the benchmarking process for a travel and tourism organisation.

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[Total: 25]

Question 3

Refer to Fig. 2 (Insert), information for local tourism providers about working in partnership with i-SITE New Zealand.

(a) Tourism New Zealand is a public sector organisation.

Describe **two** objectives of public sector organisations, such as Tourism New Zealand.

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(b) With reference to Fig. 2 (Insert), identify and explain **three** advantages to tourism providers of working in partnership with their local i-SITE Centre.

1 .....

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(c) New Zealand's natural landscape attracts many international visitors interested in outdoor recreational activities.

State **three** different outdoor recreational activities and explain how **each** activity may create a negative environmental impact.

Activity 1 .....

Impact explanation .....

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Activity 2 .....

Impact explanation .....

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Activity 3 .....

Impact explanation .....

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(d) Choose **one** destination and evaluate the ways in which it has been made accessible to **domestic** tourists.

Chosen destination .....

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[Total: 25]

Question 4

Refer to Fig. 3 (Insert), information about tourism in the Andalucía region of Spain.

(a) With reference to Fig. 3 (Insert), describe the variations in international arrivals to Andalucía since 2001.

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(b) Approximately 20% of spending by Andalucía's international tourists is on excursions.

State **three** ways in which an excursion can be booked and for **each** suggest a reason why it is used by international tourists.

1 .....

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(c) With reference to Fig. 3 (Insert), discuss the disadvantages to international tourists of making their journey to Andalucía by coach.

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(d) Some destinations in Spain are in decline.

Discuss the ways in which declining destinations can be rejuvenated. Use examples to support your answer.

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[Total: 25]

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