

# **Cambridge International Examinations**

International AS & A Level	Cambridge International A	dvanced Subsidiary and Advanced Le	evel
CANDIDATE NAME			
CENTRE NUMBER		CANDIDATE NUMBER	
TRAVEL AND	TOURISM		9395/11
Paper 1 Core		Oc	tober/November 2015
		21	hours and 30 minutes
Candidates and	swer on the Question Paper.		
No Additional N	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.

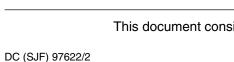
Do not use staples, paper clips, glue or correction fluid.

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), a travel and tourism organisation's policy statement about its commitment to equality and diversity in the workplace.

Identify from Fig. 1 (Insert), <b>four</b> aspects of employment covered by the organisation's Equality and Diversity Policy.
1
2
3
4[4]
Explain <b>three</b> ways in which an organisation can assess the extent to which workplace policies are being followed by frontline employees.
1
2
3
[6]

(c)	Discuss the view that smaller visitor attractions are able to provide very high levels of customer service.
	[6]

(a)	For <b>one</b> job role within a travel and tourism organisation with which you are familiar, assess the ways in which employees deal with external customer complaints.
	Chosen job role/organisation
	[9]

Refer to Fig. 2 (Insert), information about tourism in Europe during the first half of 2013.

(a)	Iden	tify from Fig. 2 (Insert), the following:
	•	the <b>two</b> European destinations showing the largest percentage growth in foreign visits
		1
		2
	•	the two European destinations showing a percentage decline in foreign visits
		1
		2[4
(b)		st some of the countries listed in Fig. 2 (Insert) share a common currency, the Euro (€) rs still use their own national currencies.
	Disc visits	russ how fluctuations in the exchange rates of currency are likely to influence foreigns.
		[6]

(c) Some European destinations are now experiencing different rates of growth.

Acc	ording to the Butler model of destination evolution, describe the following stages:
•	stagnation
•	rejuvenation
	[6]

(d)	With reference to <b>one</b> destination with which you are familiar, assess the visitor appeal of the major events which are held during the year.
	Chosen destination
	[9]

Refer to Fig. 3 (Insert), information about an eco-friendly resort in Madagascar.

(a)	Identify from Fig. 3 (Insert), <b>four</b> ways in which the L'Heure Bleue resort attempts to minimise its negative environmental impact on Nosy Be.
	1
	2
	3
	4[4]
(b)	Using information from Fig. 3 (Insert), explain <b>three</b> ways in which L'Heure Bleue creates a positive social impact for the local population.
	1
	2
	3
	[6]

(c)	Explain <b>three</b> ways in which tourists taking part in local excursions to remote areas are likely to create negative social impacts.
	1
	2
	_
	3
	I CO
	[6]

(d)	With reference to examples with which you are familiar, assess the ways in which tourism developments can bring about growth in areas of economic decline.
	[9

Refer to Fig. 4 (Insert), a news item about the shopping habits of Chinese international travellers.

(a)	Identify from Fig. 4 (Insert), the following:
	Two types of luxury goods popular with Chinese international travellers
	1
	2
	Two ways in which the New York department store prepared to welcome Chines shoppers
	1
	2[2
(b)	With reference to Fig. 4 (Insert), identify and explain fully <b>two</b> factors influencing the growth i outbound tourism from China.
	1
	2
	[6

(C)	shopping tourism is a specialised niche travel market and an example is Chinese tourists shopping on Fifth Avenue in New York.
	State <b>three</b> other types of specialised niche tourism and give a named example of each.
	Specialised niche 1
	Example
	Specialised niche 2
	Example
	Specialised niche 3
	Example

[6]

(d)	Many tour operators now serve specialised niche travel markets with customised package tours.
	Assess the methods used by such operators to reach their target markets.
	[9]

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