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**TRAVEL AND TOURISM**

**9395/13**

Paper 1 Core

**October/November 2014**

**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.

This document consists of **13** printed pages, **3** blank pages and **1** Insert.

**Question 1**

Refer to Fig. 1 (Insert), a photograph showing the terrace area of a resort hotel. The terrace is used for buffet-style meals.

- (a) Using Fig. 1 (Insert), describe **two** advantages to the **hotel** of using the terrace for the service of buffet-style meals.

1 .....

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2 .....

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.....[4]

- (b) Sometimes the hotel will hold a themed event such as ‘Mexican Night’.

State **three** methods the hotel is likely to use to inform resident guests of such an event and briefly explain why **each** method is used.

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2 .....

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3 .....

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.....[6]

(c) The themed events are popular and attract local residents as well as hotel guests.

Explain **three** ways in which the hotel is likely to monitor levels of customer satisfaction.

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2 .....

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3 .....

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.....[6]





- (c) Five of the top 12 markets for visitors to the Philippines are nations with emerging economies and rising levels of GDP.

Explain **three** reasons why a rise in GDP increases rates of participation in tourism.

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2 .....

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[6]







(c) Some international travellers do not want to stay in a resort hotel. Explain the choice of accommodation used by the following types of tourist:

- a young person backpacking around a country using a hostel

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- a small group of mountaineers wanting to climb the slopes in a National Park using a campsite

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- a business traveller attending an exhibition using a 4\* hotel

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[6]



**Question 4**

Refer to Fig. 3 (Insert), information about a Cambodian organisation supporting responsible tourism.

(a) Identify from Fig. 3 (Insert) the following:

- **two** cultural attractions located in Siem Reap province

1 .....

2 .....

- the number of tourists attracted to the province each year

.....

- whether ConCERT is a commercial or non-commercial organisation

.....

[4]

(b) Explain **three** ways in which tourists following ConCERT’s advice will help to generate positive economic impacts in Siem Reap.

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[6]









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