
TRAVEL AND TOURISM

9395/13

Paper 1 Core

May/June 2015

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2 hours 30 minutes

READ THESE INSTRUCTIONS FIRST

This Insert contains all the Figures referred to in the questions.

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This document consists of **5** printed pages and **3** blank pages.

Fig. 1 for Question 1

KLM and Air France offer different products and both airlines have their own brand identity. KLM and Air France aim to offer the same service quality.

Both airlines expect all employees who have direct contact with customers to apply the following service standards to create a welcoming environment.

1. To attend to customer needs and be helpful.
2. To anticipate customer requirements and solve likely difficulties.
3. To be courteous and friendly towards customers.
4. To be smartly dressed and well mannered at all times.
5. To carry out their job role with a high level of expertise.
6. To provide relevant information regularly to customers.

Fig. 1**Photographs A, B, C and D for Question 2****Photograph A**

Photograph B



Photograph C



Photograph D



Fig. 2 for Question 3

The problem of seasonality in European tourism

Seasonality is a problem for the tourism industry. Hotels, restaurants, cafes, bars and other tourist attractions often find themselves very busy for a short part of the year and then almost deserted for the rest. Overcoming seasonality in European tourism is a key goal for the industry.

First, and most obvious, is the lack of revenue for the part of the year when tourists are absent from a destination. Certain times of year, such as school holidays, will always be busier, but when a destination is busy for only a six-week period, something is wrong.

Lack of income is not the only problem created by seasonality. At peak times of the year, facilities may be overcrowded and small businesses unable to cope with a sudden increase in visitors. In major cities like Paris, there can be a shortage of hotel rooms during peak times.

The local infrastructure may also be under severe pressure. During the summer months in Spain, for instance, water supplies are so over-used by hotels, swimming pools, and golf courses that shortages are common as the local water table becomes depleted. In the Mediterranean, the waste water and sewage in tourist areas often exceeds the carrying capacity of the local infrastructure during high season resulting in the need for costly cleaning and repairs.

Natural resources may also be damaged by high season tourist numbers. Three quarters of the sand dunes on the Mediterranean coastline have been destroyed, mainly as a result of mass tourism.

Extreme seasonality is not sustainable, so it is worrying to find reports that the difference between high and low season in Europe actually grew during the summer of 2013.

Fig. 2

Fig. 3 for Question 4

It has been suggested that tourists form an image of a holiday destination based on several key destination characteristics.

1. **Natural resources** such as weather, beaches, flora and fauna
2. **General infrastructure** including quality of roads, transport facilities and development of telecommunications
3. **Tourist infrastructure** consisting of accommodation, restaurants etc.
4. **Tourist leisure and recreation**, for example, entertainment, sport activities, night life, shopping
5. **Culture, history and art** such as museums, festivals and religion
6. **Natural environment** including beauty of scenery, overcrowding and pollution
7. **Social environment** such as hospitality and friendliness, poverty and language barriers
8. **Atmosphere** of the place which can be exotic, stressful, pleasant etc.
9. **Political and economic factors** which include issues such as political stability, safety (mainly defined as crime rate) and terrorist attacks

Fig. 3

Fig. 4 for Question 4



Fig. 4

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