
TRAVEL AND TOURISM

9395/13

Paper 1 Core

October/November 2016

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2 hours and 30 minutes

READ THESE INSTRUCTIONS FIRST

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

Anything the candidate writes on this Insert will not be marked.



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

Photograph A for Question 1



Photograph A

Fig. 1 for Question 2

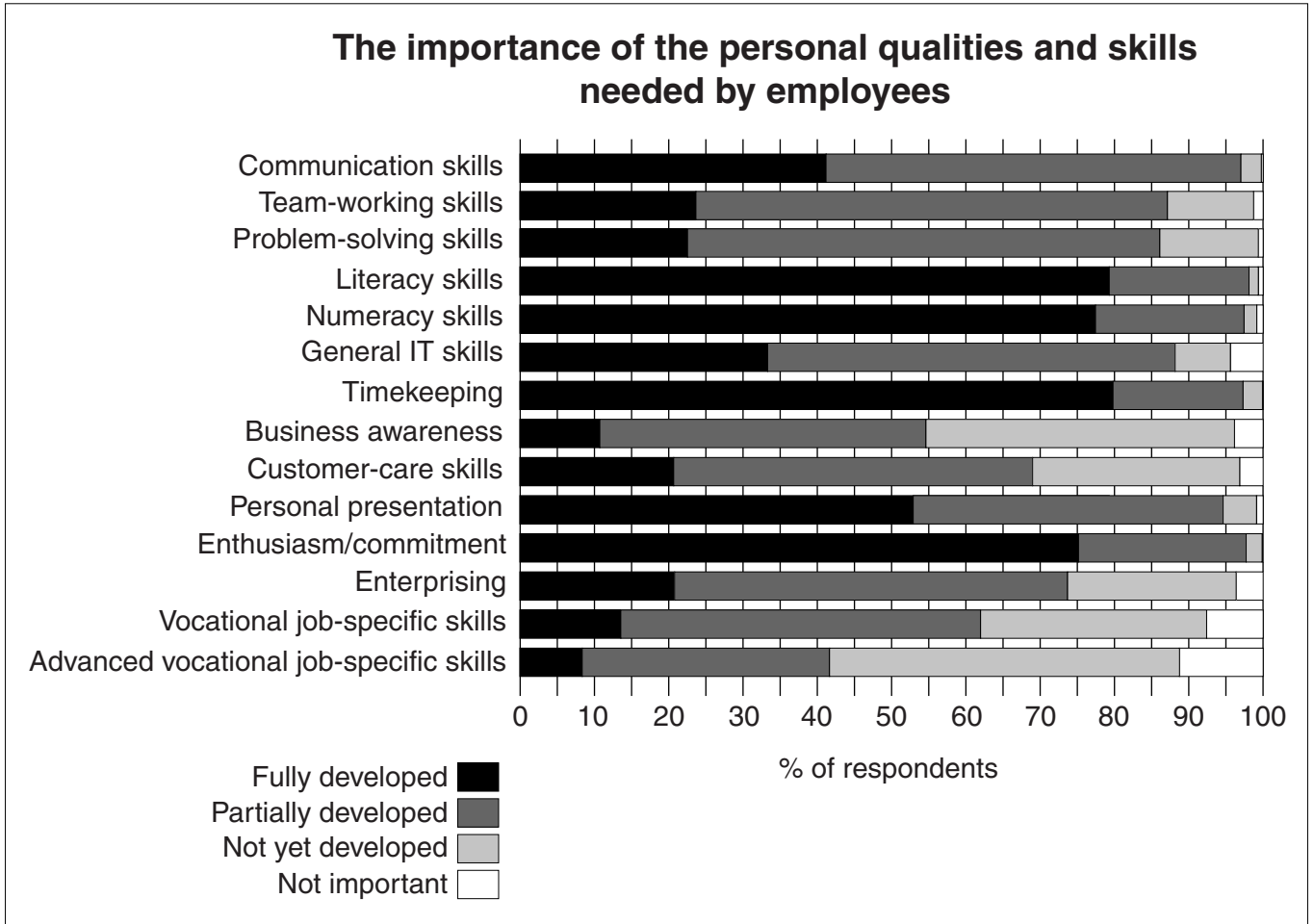


Fig. 1

Fig. 2 for Question 3

Established in 1990 by the New Zealand Tourist Publicity Board (now Tourism New Zealand), there are now 500 i-SITE staff in over 80 Visitor Centres around New Zealand. Each year, these Centres welcome over 1 million international visitors and collectively assist with 7.8 million visitor enquiries.

Working with your i-SITE

i-SITE Visitor Centres are an important part of the distribution channel for tourism providers. Make contact with your local i-SITE Centre and talk to them about displaying your brochure and adding your details to their national booking database.

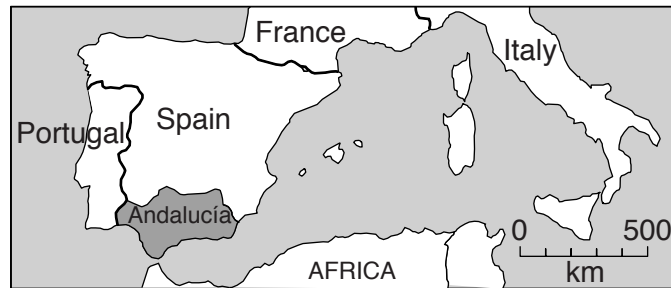
Here are a few tips on working with your local i-SITE Centre:

- Get to know your local i-SITE team. Arrange a meeting with each Centre manager in your region – introduce your product and find out how you can work together.
- If possible, offer i-SITE staff the opportunity to visit and experience your product for themselves.
- Make regular visits in person to drop off brochures, update staff on your products and introduce yourself to new staff members.
- Be clear about your pricing structure and keep your i-SITE updated if it changes. Don't forget to agree a commission rate for any bookings i-SITE Centres make on your behalf (generally around 10%). You will need to allow for this in your pricing.
- Make sure you are contactable! It seems obvious, but make sure you have a cellphone and/or voicemail in case your i-SITE needs to get hold of you with regard to a booking enquiry. If you are reliable, easy to contact and willing to take customers at short notice, you are more likely to get bookings.
- Let i-SITE staff know the type of person that is best-suited to your product so they know who it will appeal to.
- If you are an accommodation provider, keep in contact with your local i-SITE about room availability, especially over busy months and when there are events on in your region.
- Keep your local i-SITE updated on your operating hours or if your business is going to be closed for some reason.
- Find out if there are any other advertising opportunities available to you through your i-SITE. Your local i-SITE Centre or Regional Tourism Organisation (RTO) may have a website you can list on for free.

Fig. 2

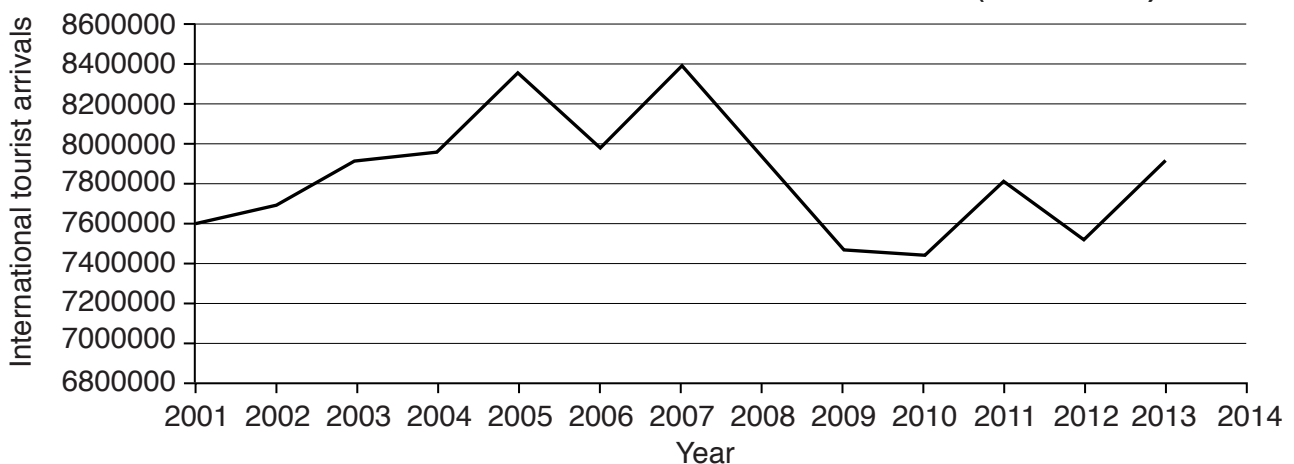
Fig. 3 for Question 4

TOURISM IN ANDALUCIA



In 2013 Andalucía received 7.9 million international tourists, approximately 4% higher than in 2012. However, this figure remains significantly lower than the peak of 8.4 million international tourist arrivals in 2007. The average annual figure for international visitors to Andalucía since 2000 is 7.8 million. Therefore, if Andalucía were a country, it would be placed about 25th in the world rankings for foreign tourist arrivals.

Trends in international tourist arrivals in Andalucía (2001 – 2013)



The total international tourist spend in Andalucía was €8.1 million. The average holiday spend per tourist was €1072 with an average stay of 11.1 nights. Those staying in hotels averaged 8 nights whilst those not in hotels averaged 16 nights. There was an average daily spend of €97. This holiday spending includes about 20% on transport, 25% on accommodation, 15% in restaurants or on food and 20% on excursions.

The main methods of arrival for international tourists were via an airport (80%) and by road (8%). The main reasons for coming to Andalucía according to a recent visitor survey are:

- Climate 26%
- Beach 15%
- Cultural 17%
- Monuments 11%
- Visit Family 8%
- Price 5%
- Nature 5%
- Golf 3%
- Ski 1%

Fig. 3

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