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**TRAVEL AND TOURISM**

**9395/11**

Paper 1 Core

**October/November 2015**

**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 travel and tourism organisation’s policy statement about its commitment to equality and diversity in the workplace.

(a) Identify from Fig. 1 (Insert), **four** aspects of employment covered by the organisation’s Equality and Diversity Policy.

1 .....

2 .....

3 .....

4 .....[4]

(b) Explain **three** ways in which an organisation can assess the extent to which workplace policies are being followed by frontline employees.

1 .....

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2 .....

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3 .....

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.....[6]





**Question 2**

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

(a) Identify from Fig. 2 (Insert), the following:

- the **two** 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) Whilst some of the countries listed in Fig. 2 (Insert) share a common currency, the Euro (€), others still use their own national currencies.

Discuss how fluctuations in the exchange rates of currency are likely to influence foreign visits.

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..... [6]

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

According to the Butler model of destination evolution, describe the following stages:

- stagnation

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- rejuvenation

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[6]



**Question 3**

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

- (a) Identify from Fig. 3 (Insert), **four** 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 **three** ways in which L'Heure Bleue creates a positive social impact for the local population.

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3 .....

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(c) Explain **three** ways in which tourists taking part in local excursions to remote areas are likely to create negative social impacts.

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3 .....

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**Question 4**

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 Chinese shoppers

1 .....

2 .....

[4]

(b) With reference to Fig. 4 (Insert), identify and explain fully **two** factors influencing the growth in outbound tourism from China.

1 .....

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2 .....

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.....[6]

- (c) Shopping tourism is a specialised niche travel market and an example is Chinese tourists shopping on Fifth Avenue in New York.

State **three** 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]







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