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**TRAVEL AND TOURISM**

**9395/13**

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.

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

You may use an HB pencil for any diagrams or graphs.

**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 Photographs A, B, C and D (Insert), which show different customer service environments. In the photographs the needs of external customers are being met by members of staff.

(a) Using Photographs A, B, C and D (Insert), identify the photograph most likely to illustrate **each** of the following:

- a customer being offered help and advice when purchasing a gift

Photograph .....

- a customer being helped with a piece of luggage

Photograph .....

- a customer being issued with admission tickets

Photograph .....

- a customer being given directions

Photograph .....

[4]

(b) Some organisations give awards such as ‘employee of the month’.

Explain **three** advantages to travel and tourism organisations of making this type of award available to their employees.

1 .....

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2 .....

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3 .....

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.....[6]

(c) Identify **three** job roles within a travel and tourism organisation with which you are familiar.

For **each** job role, describe a customer service situation in which the employee could receive informal feedback from customers.

Name of travel and tourism organisation .....

Job role 1 .....

Description .....

.....

.....

Job role 2 .....

Description .....

.....

.....

Job role 3 .....

Description .....

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.....[6]



**Question 2**

Refer to Figs. 1a and 1b (Insert), information about tourism in the historic city of Bruges in Belgium.

**(a)** Identify from Fig. 1a (Insert), the following:

- the year in which Bruges became a World Heritage Site

.....

- the number of day visitors at peak holiday periods

.....

- **two** advantages of the use of minibuses

1 .....

2 .....

[4]

**(b)** With reference to Fig. 1a (Insert), assess the extent to which Bruges has solved the problem of traffic congestion in the city centre.

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..... [6]

(c) With reference to Fig. 1b (Insert), identify **three** types of sightseeing tour available in Bruges. For **each** tour, suggest a different reason for its popularity.

Tour 1 .....

Reason .....

.....

.....

Tour 2 .....

Reason .....

.....

.....

Tour 3 .....

Reason .....

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.....[6]



**Question 3**

Refer to Fig. 2 (Insert), information about the Deira City Centre shopping mall in Dubai.

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

- the year Deira City Centre opened  
.....
- the size of Deira City Centre's retail space  
.....
- the number of information points in Deira City Centre  
.....
- the seating capacity of the VOX cinema multiplex  
.....

[4]

**(b)** With reference to Fig. 2 (Insert), assess the reasons why Deira City Centre attracts 20 million visitors per year.

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[6]



- (c) Many tourists do not want to visit large shopping malls and prefer to buy traditional craft items to remind them of their travels.

Explain **three** benefits to local communities of the sale of traditional craft items.

1 .....

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2 .....

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3 .....

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.....[6]



**Question 4**

Refer to Figs. 3 and 4 (Insert), information about tourism at Uluru (Ayres Rock) in the Northern Territories of Australia.

(a) Identify from Fig. 3 (Insert), **four** services provided at the Uluru Cultural Centre for the convenience of visitors.

1 .....

2 .....

3 .....

4 .....[4]

(b) With reference to Fig. 4 (Insert), explain fully why the Park’s management asks visitors:

- not to stop where yellow lines are painted on the side of the road

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- to take **only** photographs

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.....[6]

- (c) Some members of the local Anangu tribe are employed as park rangers in the Uluru-Kata Tjuta National Park.

Describe **three** ways in which this is likely to help the destination to be managed successfully.

1 .....

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2 .....

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3 .....

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