

CANDIDATE
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TRAVEL AND TOURISM

9395/12

Paper 1 Core

October/November 2016

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 2

Refer to Fig. 1 (Insert), information about a recent innovation to help serve the European food tourism market.

(a) State **four** features of a fine dining restaurant.

- 1
- 2
- 3
- 4

[4]

(b) Explain **three** ways in which the holding of a food fair is likely to stimulate economic development within a destination.

- 1
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- 2
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- 3
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[6]

(c) Other than food and drink, state and describe **three** ways in which visiting tourists can experience the traditional culture of a destination.

1

Description

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2

Description

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3

Description

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..... [6]

(c) Most tourism products are perishable.

Explain **two** ways in which tourism providers can manage perishable products.

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Question 4

Refer to Fig. 3 (Insert), a news item about the 'Go Eco Phuket' event in Thailand.

(a) The 'Go Eco Phuket' clean up is an example of sustainable destination management.

Define each of the following:

- public sector tourism organisation

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- private sector tourism organisation

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..... [4]

(b) The principles of sustainable destination management can be stated as follows:

It is about managing the visitor impact on a local destination's economy, population and physical environment in a way which benefits everybody both now and in the future.

Assess the extent to which the 'Go Eco Phuket' clean-up events fit in with this definition.

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(c) The popularity of many tourist destinations such as Phuket is at risk from a variety of negative influences.

Explain how **each** of the following may affect the popularity of a destination:

- over-commercialisation

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- terrorism

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- crime and social problems

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[6]

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