



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS  
General Certificate of Education Advanced Subsidiary Level and Advanced Level

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**TRAVEL AND TOURISM**

**9395/12**

Paper 1 Core

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**2 hours 30 minutes**

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**READ THESE INSTRUCTIONS FIRST**

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

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**Fig. 1 for Question 1**

United Continental has introduced a series of changes to provide a more consistent travel experience for customers on United Airlines and Continental Airlines. These changes will be introduced at airports across the airlines' global network over the coming months.

Some of the changes visible to customers include a more consistent airport experience as United and Continental introduce standard check-in and boarding processes across the two carriers. The airlines have established:

- consistent minimum check-in and boarding times for both domestic and international flights
- early boarding for military personnel, First, Business and BusinessFirst customers, elite-level frequent flyers and families with children under the age of four
- airport lounges now offer members free Wi-Fi and the same beverage choices.

The airlines now have the same customer policies in relation to same-day flight changes, standby requests, unaccompanied minors and charges for additional services.

Several employee programmes have been introduced, including:

- incentives for punctuality and attendance
- profit-sharing
- free travel.

The programmes ensure that employees share in the success they help create as the new United Continental begins to build a 'Working Together' culture.

**Fig. 1**

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Fig. 2 for Question 2

### **A model for sustainable destination management**

The model identifies sustainable destination management as the fair interaction between:

- visitors
- the industry that serves them
- the community that hosts them
- the impact on the environment.

It is the role of sustainable destination managers to make the most of local circumstances. They should make use of partnerships to create plans to:

- welcome, involve and satisfy visitors
- achieve a profitable, prosperous and high-quality industry
- involve and benefit all host communities
- protect and enhance the local environment.

This approach has been adopted by ministries of tourism in many international destinations. Policies have been established that make tourism an industry capable of playing a significant role in the economic advancement of the country while preserving the cultural values, ethos and environment. This helps win the approval of both the local population and the international community.

Fig. 2

Fig. 3 for Question 3

### 8.3 million visitors spent \$5.3 billion in New Orleans in 2010

The New Orleans tourism industry welcomed 8.3 million visitors in 2010. This represented a 10.7% increase over 2009 and was the first time the city reached 8 million visitors since the Hurricane Katrina disaster. The visitors spent \$5.3 billion, a \$1.1 billion increase over 2009 and the highest spending in the city's history, according to the 2010 New Orleans area visitor profile survey.

#### Key findings included:

- Visits increased by 800 000 from 7.5 million people in 2009 to 8.3 million in 2010.
- Visitor expenditure increased by 26.2% to \$5.3 billion in 2010.
- Leisure visitors spent an average of \$569 per trip or \$142 per day in 2010.
- 77.7% of visitors were in New Orleans for a vacation/pleasure in 2010.
- 22.3% of visitors were in New Orleans for a convention, trade show, corporate meeting or general business travel in 2010.
- The number of visitors aged 25 to 34 increased from 15.4% in 2009 to 18.4% in 2010. This is an age range New Orleans began targeting more in 2010.
- The main markets for visitors to New Orleans were the states of Texas, California, Florida, Mississippi and New York.

Fig. 3

Fig. 4 for Question 4

### Tourists in swimwear banned from Goa temples

Priests at the Mahalsa Narayani Temple in Mardol recently posted a sign warning 'entry restricted for foreign tourists' while others have imposed a strict dress code for visitors to protect their places of worship. The ban was introduced amid growing concerns in Goa about the behaviour of western tourists, most of whom are from Britain, and their lack of respect for the state's Christian and Hindu cultures.

The state's reputation as a relaxed, safe tropical beach paradise has been severely damaged recently by a series of murders of Western tourists, increases in personal attacks (muggings), stories of drunken behaviour and violent drug gangs.

The Temple committee president said tourists had wandered into his temple wearing only swimwear and had displayed affection in public. Some churches in Goa are also facing these problems.

The ban reflected a concern that foreign visitors do not respect local peoples' culture and traditions. Wearing swimwear on the beach is acceptable to people in Goa but not in temples and other public places.

Fig. 4