



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

CANDIDATE
NAME

CENTRE
NUMBER

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TRAVEL AND TOURISM

9395/11

Paper 1 Core

May/June 2013

2 hours 30 minutes

Candidates answer on the Question Paper.

No Additional Materials 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, highlighters, glue or correction fluid.

You may use a pencil for any diagrams, graphs or rough working.

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 notice for the attention of employees working in a travel and tourism organisation.

- (a) Describe how following **two** of 'The Golden Rules' will allow employees to exceed customer expectations.

Golden Rule

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Golden Rule

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..... [4]

(b) Many travel and tourism organisations arrange in-house customer service training for their employees. Describe **three** ways in which in-house training is likely to be delivered.

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(c) For **one** job role within a travel and tourism organisation with which you are familiar, assess the ways in which employee performance is monitored.

Organisation Job role

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Question 2

Refer to Fig. 2 (Insert), a diagram about the Multiplier Effect.

- (a) With reference to Fig. 2, describe how the Multiplier Effect can create positive economic impacts within a destination.

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- (b) Identify and explain **two** ways in which leakage from tourism projects usually occurs.

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(c) All-inclusive resort properties are examples of new tourism projects that have been established in many destinations in Less Economically Developed Countries (LEDs). Explain **three** negative sociocultural impacts that can result from their operation.

*For
Examiner's
Use*

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Question 3

Refer to Fig. 3 (Insert), the results of a survey about visiting friends and relatives (VFR) tourism in a destination.

- (a) With reference to Fig. 3, identify the **four** components of a destination's travel and tourism industry that are likely to benefit from VFR tourism.

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4 [4]

- (b) Explain **three** factors that have caused many destinations to experience a recent increase in the volume of international VFR tourism.

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(c) Explain **three** advantages to VFR tourists of using private cars for the purpose of sightseeing trips.

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Question 4

Refer to Fig. 4 (Insert), a news item about Machu Picchu in Peru.

(a) Identify **each** of the following:

- the name of the mountain range in which Machu Picchu is located
.....
- the name of the river flowing through the Machu Picchu reserve
.....
- the town nearest to Machu Picchu
.....
- the name of the 500-year-old route through the area
..... [4]

(b) With reference to Fig. 4, explain **three** likely negative environmental impacts that have resulted from the large numbers of visitors to Machu Picchu.

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..... [6]

(c) Peru's National Institute of Culture (INC) is a government organisation. Explain **two** reasons why such organisations involve both the community and the private sector in tourism development.

For
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Use

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