



**Question 1**

Refer to Fig. 1 (Insert), information about China’s outbound tourists.

(a) (i) Define the term ‘outbound tourist’.

.....  
.....[1]

(ii) State **three** reasons that may explain why increasing numbers of tourists from China now visit foreign countries.

1 .....  
.....  
2 .....  
.....  
3 .....  
.....  
[3]

(b) Describe **three** consular services available to tourists from China when visiting foreign countries.

1 .....  
.....  
.....  
.....  
2 .....  
.....  
.....  
.....  
3 .....  
.....  
.....  
.....  
[6]





**Question 2**

Refer to Fig. 2 (Insert), photographs taken in Granada, Spain, a cultural destination.

**(a)** Identify the **four** characteristics from Fig. 2 that would appeal to a cultural tourist.

1 .....

.....

2 .....

.....

3 .....

.....

4 .....

.....

[4]

**(b)** Describe **three** ways local tourism organisations can work with the local population.

1 .....

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.....

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2 .....

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.....

.....

.....

3 .....

.....

.....

.....

[6]





**Question 3**

Refer to Fig. 3 (Insert), photographs of a car ferry.

- (a) Describe **two** customer service standards a car ferry company might set to ensure the quality of its customer service.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

[4]



(b) Suggest **two** ways the car ferry company may cater for the specific needs of each of the following customer types:

people with mobility difficulties

1 .....

.....

2 .....

.....

people with sensory disabilities

1 .....

.....

2 .....

.....

people with special dietary requirements

1 .....

.....

2 .....

.....

[6]





**Question 4**

Refer to Fig. 4 (Insert), a photograph showing an example of sustainable tourist accommodation.

**(a) (i)** Define the term 'sustainable tourism'.

.....  
.....[2]

**(ii)** Identify **two** aspects of the accommodation shown in Fig. 4 that make it sustainable.

1 .....  
.....  
2 .....  
.....[2]

**(b)** Suggest **one** type of accommodation suitable for **each** of the following customer types. Give reasons for your choices.

adventure tourists .....  
reason .....  
.....  
groups of young people .....  
reason .....  
.....  
business tourists .....  
reason .....  
.....[6]







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