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**TRAVEL AND TOURISM**

**9395/11**

Paper 1 Core

**May/June 2014**

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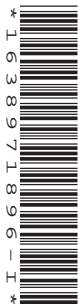
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**READ THESE INSTRUCTIONS FIRST**

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

Anything the candidate writes on this Insert will not be marked.



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This document consists of **4** printed pages.

Fig. 1 for Question 1

## CHINA TRAVEL TRENDS

Chinese demand for international travel is expected to grow by 17% per year over the next 10 years. International travel from China will become a major source of growth for providers in the destination countries. An increasing number of Chinese visitors are more likely to travel independently, and not as part of a group, meaning that they have a greater choice of timings and destinations. They have the opportunity to explore venues and can look for holidays and activities that suit their personal interests.

Many Chinese consumers are finding out about new destinations and travel services, such as hotel or cruise brands, via the Internet. With over 500 million Internet-users in China, more than 80% of Chinese travellers research and educate themselves about destinations and brands online. Chinese consumers, especially wealthy and younger people, are influenced by digital and social media marketing.

The big US hotel chains, such as Starwood, Hilton, Marriott, and Inter-Continental, have announced programmes designed for Chinese tourists. These include adding popular Chinese dishes to restaurant menus (including a traditional Chinese breakfast), Chinese television channels in the guestrooms, and introducing guestroom amenities such as slippers, tea kettles and a selection of Chinese teas. Some hotels also employ a front desk concierge who speaks fluently in a Chinese language such as Mandarin.

Fig. 1

Fig. 2 for Question 2



Baboons form a very important part of the precious and sensitive ecosystem that makes Cape Town a unique destination to visit. For this reason they should be protected and properly managed to make sure they survive in Cape Town. Feeding or touching the baboons is not allowed because it makes them lose their fear of people. They will break into cars and homes, run off with bags and cameras, cause great damage and even attack people.

Fig. 2

## Figs 3(a) and 3(b) for Question 3



Fig. 3(a)

| Location: Ticket Office |      |     |         |     |           |
|-------------------------|------|-----|---------|-----|-----------|
|                         | Poor | <-> | Average | <-> | Excellent |
| Clarity of speech       | 1    | 2   | 3       | 4   | 5         |
| Accuracy of information | 1    | 2   | 3       | 4   | 5         |
| Appearance              | 1    | 2   | 3       | 4   | 5         |
| Overall helpfulness     | 1    | 2   | 3       | 4   | 5         |

Fig. 3(b)

## Photographs A, B, C and D for Question 4



Photograph A



Photograph B



Photograph C



Photograph D

## Copyright Acknowledgements:

|                          |  |
|--------------------------|--|
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| Question 2 Figure 2      | © adapted: <a href="http://www.capetown.gov.za/en/EnvironmentalResourceManagement/projects/BiodMagementConserv/Pages/BaboonsAreWildAnimals.aspx">http://www.capetown.gov.za/en/EnvironmentalResourceManagement/projects/BiodMagementConserv/Pages/BaboonsAreWildAnimals.aspx</a> . |
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