
TRAVEL AND TOURISM

9395/13

Paper 1 Core

May/June 2014

INSERT

2 hours 30 minutes

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.



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

Fig. 1 for Question 1



Fig. 1

Fig. 2 for Question 2

ECOTOURISM PRINCIPLES

- 8%–10% of land area should be set aside for habitat conservation.
- Disturbance of conserved area should be carefully managed.
- Activities undertaken in conserved areas should be educational.
- Visitor numbers should be controlled.
- Visitor impacts should be monitored and assessed.

Fig. 2

Fig. 3 for Question 3

The Royal Albert Hall

The Royal Albert Hall is one of the world's most famous stages. Opened by Queen Victoria in 1871, the Hall is a registered charity which receives no public funding. Each year it hosts over 360 events, which include classical music, jazz, world music, circus, rock, pop, opera, dance, comedy, tennis, dinners and award ceremonies. It offers daytime tours, a shop and a cafe. As part of the Hall's charitable status, it also has a large and varied educational programme.

Royal Albert Hall Facilities

Accessible Venue Facilities

- level access, ramp or lift to all areas
- hearing loop system
- assistance dogs welcome
- special dietary requirements catered for
- staff available twenty-four hours a day
- staff are disability-awareness trained
- wheelchairs available free of charge
- portable chip and pin machines
- disabled parking available within fifty metres of main entrance and drop-off point for guests available outside main entrance
- accessible lift
- steps with handrail within building

Booking Facilities

- coach parties accepted
- group bookings accepted

Catering Facilities

- bar
- cafe
- restaurant with vegetarian menu

Event Facilities

- in-house AV (audio-visual) available
- breakout rooms
- offers charity rates
- conference rooms/meeting rooms
- tiered seating offered

General Facilities

- lifts
- good views
- Wi-Fi access

Fig. 3

Fig. 4 for Question 4

THE TOURIST FAMILY LIFE CYCLE MODEL

Life cycle stage	Tourist behaviour
Childhood	Always travels with parents or guardian.
Teenage	<ul style="list-style-type: none"> • Resort-based holidays with entertainment, nightlife and activities. • Some use of youth hostels and independent activity holidays. • Group-based holidays.
Young person	Taking holidays dependent on time and resources. Popular choices range from 'sunlust' to adventure and backpacking.
Couple	Wide-ranging choices with more short breaks to fit in with their careers.
Family – with young children	Seeking seaside or inland resorts with facilities for young children.
Family – with older children	Mix of holidays, children seeking independence.
Empty nest – children left home	Wide-ranging but higher disposable income to take more expensive 'explorer' holidays and second breaks.
Retired	Continued search for quality. As age increases seeking less active holidays.

Fig. 4

Copyright Acknowledgements:

Figure 1 John Smith © UCLES.

Figure 3 © adapted: <http://www.visitlondon.com/attractions/detail/5843-royal-albert-hall>.

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

Cambridge International Examinations is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.