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**TRAVEL AND TOURISM**

**9395/11**

Paper 1 Core

**May/June 2016**

INSERT

**2 hours 30 minutes**

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**READ THESE INSTRUCTIONS FIRST**

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

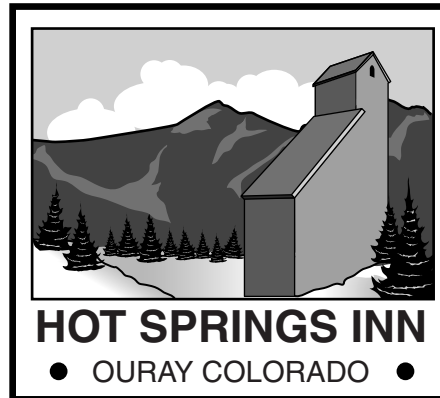
Anything the candidate writes on this Insert will not be marked.



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This document consists of **6** printed pages and **2** blank pages.

Fig. 1 for Question 1



### **Motel Front Desk Agent**

<b><u>Location:</u></b>	<b>Ouray, Colorado</b>
<b><u>Property:</u></b>	<b>Award winning 45 guest room establishment</b>
<b><u>Seasonal vacancies:</u></b>	<b>June 1, 2016 to October 6, 2016</b>
<b><u>Days:</u></b>	<b>5 evenings a week (days variable)</b>
<b><u>Hours:</u></b>	<b>32 – 40 hours per week</b>
<b><u>Shift:</u></b>	<b>14:00 – 22:00 (including occasional nights on call until 06:15)</b>
<b><u>Residence:</u></b>	<b>Company provided studio apartment</b>
<b><u>Pay Rate:</u></b>	<b>Basic rate US\$14 per hour (based on qualifications and experience)</b>

### **RESPONSIBILITIES**

- Welcome guests in an enthusiastic and helpful manner
- Register and assign rooms to guests promptly and efficiently
- Issue room keys
- Send and receive messages
- Deal with enquiries about motel services, registration issues, local shopping, dining and travel directions
- Listen to and solve guests' concerns
- Prepare bill and collect payment
- Make, confirm and cancel reservations

Fig. 1

Fig. 2 for Question 2

## RURAL TOURISM ACTION PLAN

### Vision

To maximise the potential of the rural tourism offer, which will bring substantial benefits to local economies and communities and contribute to 5% growth, year on year, in the tourism market in England by 2020.

### Objectives

- 1 To diversify and modernise rural tourism products to generate business opportunities suited to local environments and communities and to develop a year round visitor offer.
- 2 To increase consumer awareness, understanding and enjoyment of the products and experiences available in rural areas.
- 3 To encourage rural communities and economies to benefit from the value of rural tourism by taking ownership for the development, management, protection and conservation of rural assets and locations.

### What is Rural Tourism?

This Action Plan defines rural as the geographic areas that sit outside the main towns and cities of England. This accounts for over 80% of the land area and around 20% of the population of England.

Rural tourism is distinctive and diverse, demonstrated through the wide range of products and experiences on offer. Examples include walking, adventure sports, horse-riding, fishing, boating, literary festivals, bird watching, conservation activities, business meetings and team building.

The rural assets and locations where these activities take place are equally diverse. These include farms, waterways, rural coastline, rural towns, market towns and villages, inns, historic houses and archaeological sites. Rural tourists can also visit gardens, lakes, woodlands, mountains and designated landscapes such as National Parks and areas of outstanding natural beauty and wildlife habitats.

Fig. 2

**Photograph A for Question 2**



**Photograph A**

**Photograph B for Question 2**

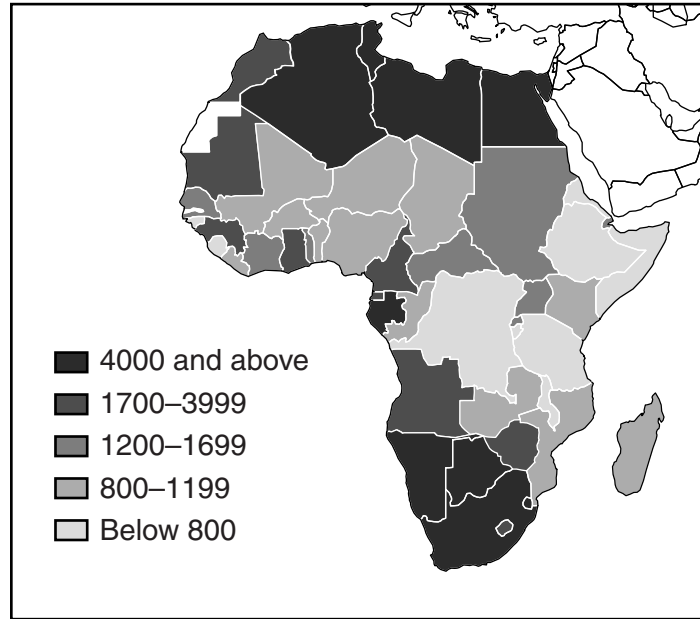


**Photograph B**

Fig. 3 for Question 3

The number of tourists arriving in Sub-Saharan Africa (SSA) has grown over 300% since 1990, with 2012 marking a high of 33.8 million tourists who visited the region. Income generated from tourism has also started to increase. Receipts from hotels, tours and other attractions in 2012 amounted to over US\$36 billion and directly contributed just over 2.8% to the region's Gross Domestic Product (GDP). GDP is a measure of a country's wealth.

### African GDP per capita in US\$



### SSA Countries by Tourism Development Level and World Bank Income Ranking

Tourism development level	Low income	Lower-middle income	Upper-middle income
<b>Pre-emerging</b>	Central African Republic, Chad, Comoros, Democratic Republic of Congo, Eritrea, Guinea, Guinea-Bissau, Liberia, Niger, Somalia, Togo	Republic of Congo, Equatorial Guinea, Sudan	N/A
<b>Potential</b>	Benin, Burundi, Ethiopia, Madagascar, Mali, Mauritania, São Tomé and Príncipe, Sierra Leone	Angola, Cameroon, Ivory Coast, Lesotho, Nigeria, Swaziland	Gabon
<b>Emerging</b>	Burkina Faso, The Gambia, Malawi, Mozambique, Rwanda, Senegal, Uganda, Zambia, Zimbabwe	N/A	The Seychelles
<b>Consolidating</b>	Kenya, Tanzania	Cape Verde, Ghana	Botswana, Mauritius, Namibia, South Africa

Fig. 3

Fig. 4 for Question 4



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Fig. 4



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