

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

TRAVEL AND TOURISM

9395/01

Paper 1 Core

For Examination from 2008

SPECIMEN PAPER

2 hours and 30 minutes

Additional Materials: Answer booklet/Paper

READ THESE INSTRUCTIONS FIRST

If you have been given an Answer Booklet, follow the instructions on the front cover of the Booklet.
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.

Answer **all** questions.

The number of marks is given in brackets [] at the end of each question or part question.

This document consists of **7** printed pages and **1** blank page.



Question 1

International Visitors to NYC 1998-2005

2006: 7.1 million (forecast)
2005: 6.6 million (forecast)
2004: 6.2 million
2003: 4.8 million
2002: 5.1 million
2001: 5.7 million
2000: 6.8 million
1999: 6.6 million
1998: 6.0 million

Direct Visitor Spending in NYC 1998-2004 International and Domestic

2004 \$21.07 billion
2003 \$18.49 billion
2002 \$14.1 billion
2001 \$15.1 billion
2000: \$17.0 billion
1999: \$15.6 billion
1998: \$14.7 billion

Top Producing Countries for International Visitors to NYC (2005 figures)

1. United Kingdom 1 102 000
2. Canada 762 000
3. Germany 327 000
4. Japan 322 000
5. Mexico 254 000
6. France 205 000
7. Italy 194 000
8. Australia 162 000
9. Spain 161 000
10. The Netherlands 126 000

Fig. 1

Refer to the statistics in Fig. 1 about Tourism in New York City.

- (a) State the difference between an international and a domestic visitor. [2]
- (b) Identify the **three** main reasons why visitors travel to major destinations such as New York. [3]
- (c) Identify and compare the trends shown for New York's international visitors and visitor spending. [6]
- (d) Identify and explain **three** social and economic conditions that might account for the large number of Europeans visiting New York. [5]
- (e) With reference to **one** destination with which you are familiar, evaluate the range of tourist attractions that are currently available. [9]

[Total: 25]

Question 3

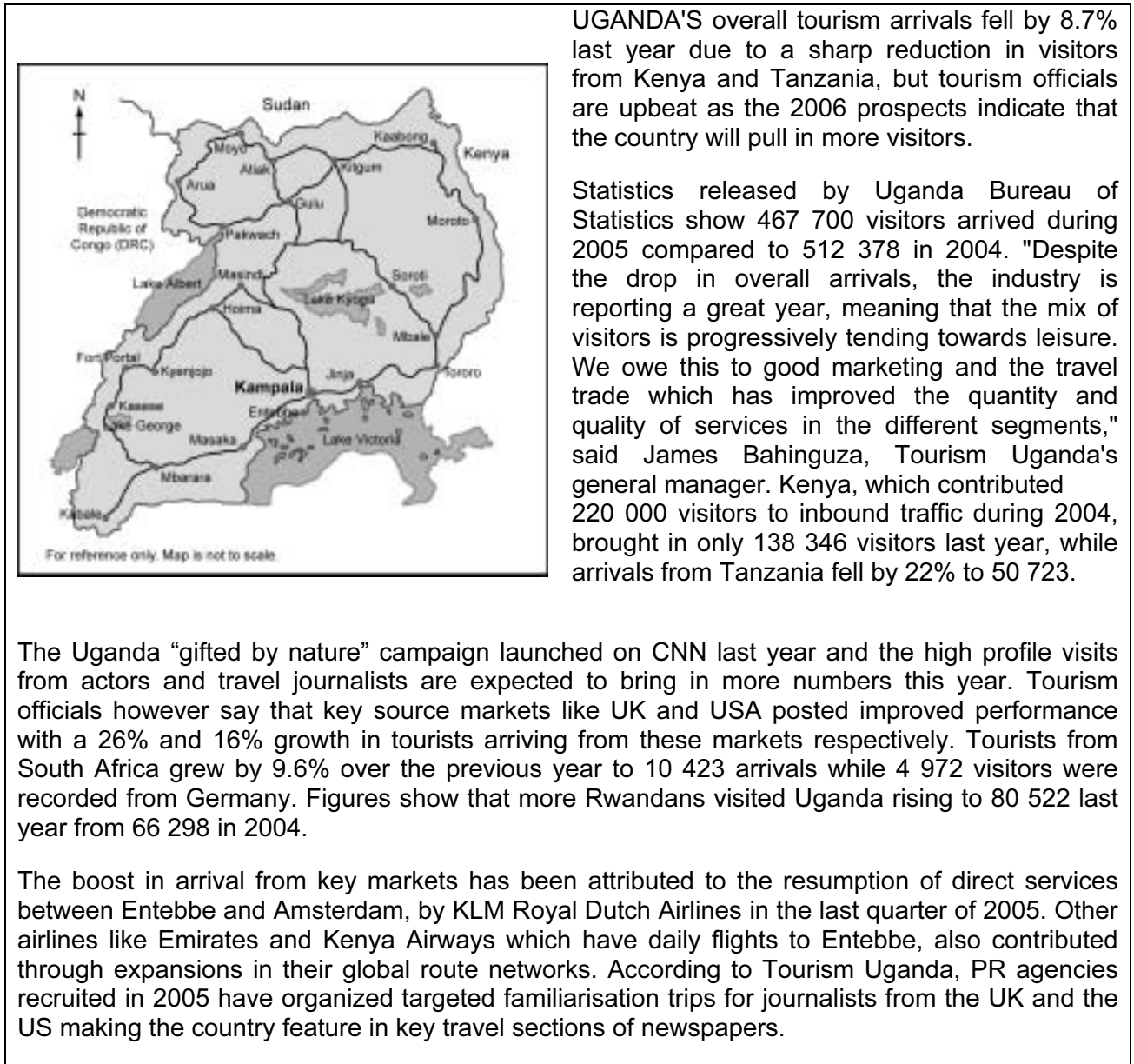


Fig. 3.

Refer to Fig.3, information about Uganda's tourism industry.

- (a) Identify the **two** markets that contributed most to Uganda's 2005 drop in visitor arrivals. [2]
- (b) Identify **three** airlines that Uganda Tourism feel will help boost 2006 visitor numbers. [3]
- (c) Explain **two** pieces of evidence from Fig. 3 that suggest Uganda is only at the 'development' stage of destination evolution. [4]
- (d) Uganda hopes to attract visitors with its "gifted by nature" promotional campaign.
- (i) Suggest **three** features of Uganda's natural environment that will attract visitors. [3]
- (ii) Justify **one** way in which the environment can be managed in order to sustain tourism. [4]
- (e) Discuss the reasons why countries such as Uganda actively promote the development of tourism. [9]

[Total: 25]

Question 4



Fig. 4a El Jem



Fig. 4b Hammamet beach

Refer to Figs. 4a and 4b which show important tourist locations in Tunisia.

- (a) Fig. 4a shows the impressive ruins of the largest colosseum in North Africa, a huge amphitheatre which could hold up to 35 000 spectators, situated in the small Tunisian village of El Jem. This is now a UNESCO World Heritage Site.
- (i) Outline **two** aspects of the location's cultural appeal. [4]
- (ii) Explain **three** ways in which you would expect site visits here to be managed. [6]
- (b) With reference to Fig. 4b, analyse **two** negative impacts that may be caused by further tourism development in the area shown. [6]
- (c) With reference to examples with which you are familiar, discuss the ways in which tourism's positive impacts can be maximised through the principles of successful destination management. [9]

[Total: 25]

Copyright Acknowledgements:

Question 1: www.nyevisit.com

Question 3: Fig.3 www.TravelIndustry.review
Fig 3 www.ugandaTourism.org

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