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TRAVEL AND TOURISM

9395/11

Paper 1 Core

May/June 2016

2 hours 30 minutes

Candidates answer on the Question Paper.

No Additional Materials are required.

READ THESE INSTRUCTIONS FIRST

Write your Centre number, candidate number and name on all the work you hand in.

Write in dark blue or black pen.

You may use an HB pencil for any diagrams or graphs.

Do not use staples, paper clips, glue or correction fluid.

DO NOT WRITE IN ANY BARCODES.

Answer **all** questions.

All the Figures referred to in the questions are contained in the Insert.

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

This document consists of **13** printed pages, **3** blank pages and **1** insert.

Question 1

Refer to Fig. 1 (Insert), an online job advertisement placed by a motel in Ouray, a small community located in the Rocky Mountains of Colorado, USA.

(a) State **four** types of information that guests are likely to ask of a front desk agent.

1

2

3

4

[4]

(b) With reference to Fig. 1 (Insert), assess the extent to which the front desk agent's responsibilities cover all stages of a guest's stay at the motel.

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[6]

(c) Explain **three** ways in which the front desk agent is likely to receive feedback about the quality of customer service provided by the motel.

1

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(d) With reference to **one** job role within a travel and tourism organisation, discuss how product knowledge can be used to increase customer satisfaction.

Job role/organisation

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[Total: 25]

Question 2

Refer to Fig. 2 (Insert), information about VisitEngland's action plan for rural tourism.

- (a) Identify from Fig. 2 (Insert), **four** outdoor recreational activities which help support the development of rural tourism.

- 1
- 2
- 3
- 4

[4]

- (b) Refer to photographs A and B (Insert), which were taken in a small English village with a population of less than 300 inhabitants.

Explain **two** negative social impacts that are likely to result if the village shown in Photographs A and B (Insert), starts to attract an increased number of day visitors on a regular basis.

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[6]

(c) Areas of outstanding natural beauty can suffer from a variety of negative environmental impacts.

State **three** risks to the environment caused by tourists in such areas and describe how each risk can be managed to minimise the negative impact.

Risk 1

How managed

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Risk 2

How managed

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Risk 3

How managed

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.....[6]

(c) Tourism development in the Sub-Saharan region of Africa is vulnerable to a variety of external factors.

Explain how **each** of the following is likely to pose a threat to the development of tourism in the region.

- climate change

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- currency fluctuations

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- civil unrest

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[6]

(c) One of the products offered by Special Holidays Travel is 'Cultural Packages'.

Explain **three** positive cultural impacts that such packages may have on the host population.

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