

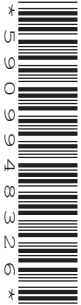
CANDIDATE
NAME

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NUMBER

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TRAVEL AND TOURISM

9395/12

Paper 1 Core

May/June 2016

2 hours and 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), information about some of the tourist attractions to be found in Brussels, Belgium.

- (a) Using only information from Fig. 1 (Insert), explain **two** ways in which Scott's café-bar will benefit from locating on the Rue Montagnes aux Herbes Potageres.

1

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2

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[4]

- (b) Fig. 1 (Insert) suggests that Brussels is likely to attract international visitors interested in specialised niche tourism for either art, shopping or food and drink.

State **three** other types of specialised niche tourism and give a definition to indicate what each involves.

Type 1

Definition

.....

.....

Type 2

Definition

.....

.....

Type 3

Definition

.....

.....

[6]

(c) With reference to a named travel and tourism organisation, state and describe **one** service task performed by an employee in each of **three different** job roles.

Name of organisation

Job role 1

Chosen service task

Service task description

.....

.....

.....

Job role 2

Chosen service task

Service task description

.....

.....

.....

Job role 3

Chosen service task

Service task description

.....

.....

.....

[6]

(c) Costa Rica is a less economically developed country (LEDC).

Explain why the development of its tourism industry might result in **each** of the following:

- export leakage

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- import leakage

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.....

- increased living costs

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.....

[6]

Question 4

Refer to Fig. 4 (Insert), information about inbound tourism to the UK in 2013.

(a) Identify from Fig. 4 (Insert), the following:

- the country in the UK receiving the fewest international tourists in 2013
.....
 - the UK's most important source market for international visitor numbers in 2013
.....
 - the UK's highest spending European source market in 2013
.....
 - the amount spent by international visitors to London in 2013
.....
- [4]

(b) VisitBritain is the UK's national tourism organisation. Its partners include airlines, tour operators and global brands such as Samsung and the English Premier League.

Explain fully how VisitBritain's partners are likely to benefit from **each** of the following national tourism organisation activities:

- the analysis of visitor trends
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- the hosting of familiarisation visits
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[6]

- (c) The UK has many historic visitor attractions which are managed by non-commercial voluntary organisations.

State and explain **three** ways in which such attractions are able to generate funding despite not charging an admission fee.

1

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2

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3

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[6]

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