



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

CANDIDATE
NAME

CENTRE
NUMBER

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CANDIDATE
NUMBER

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TRAVEL AND TOURISM

9395/11

Paper 1 Core

May/June 2013

2 hours 30 minutes

Candidates answer on the Question Paper.

No Additional Materials 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.

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

You may use a pencil for any diagrams, graphs or rough working.

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), a notice for the attention of employees working in a travel and tourism organisation.

- (a) Describe how following **two** of 'The Golden Rules' will allow employees to exceed customer expectations.

Golden Rule

.....

.....

.....

.....

Golden Rule

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.....

.....

.....

..... [4]

Question 3

Refer to Fig. 3 (Insert), the results of a survey about visiting friends and relatives (VFR) tourism in a destination.

- (a) With reference to Fig. 3, identify the **four** components of a destination's travel and tourism industry that are likely to benefit from VFR tourism.

1

2

3

4 [4]

- (b) Explain **three** factors that have caused many destinations to experience a recent increase in the volume of international VFR tourism.

1

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2

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3

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..... [6]

(c) Explain **three** advantages to VFR tourists of using private cars for the purpose of sightseeing trips.

*For
Examiner's
Use*

1

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2

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..... [6]

Question 4

Refer to Fig. 4 (Insert), a news item about Machu Picchu in Peru.

(a) Identify **each** of the following:

- the name of the mountain range in which Machu Picchu is located
.....
- the name of the river flowing through the Machu Picchu reserve
.....
- the town nearest to Machu Picchu
.....
- the name of the 500-year-old route through the area
..... [4]

(b) With reference to Fig. 4, explain **three** likely negative environmental impacts that have resulted from the large numbers of visitors to Machu Picchu.

- 1
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- 2
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- 3
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..... [6]

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