

CANDIDATE
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TRAVEL AND TOURISM

9395/11

Paper 1 Core

May/June 2015

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 extract from the Emirates Customer Service Plan.

(a) According to the Emirates Customer Service Plan, Fig. 1 (Insert), define what is meant by the following:

- 'Unaccompanied Minor'

.....
.....
.....

- 'Young Passenger'

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.....[4]

(b) Emirates has developed its Customer Service Plan in response to feedback from customers.

Discuss the usefulness of focus groups in supplying valid information on which to base customer service policy.

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.....[6]

(c) Photograph A (Insert), shows Emirates cabin crew waiting in an international airport's departure area before joining their flight.

Using evidence from Photograph A (Insert) and your own knowledge, explain **each** of the following:

- how staff can support an organisation's brand image

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- how organisations can meet the needs of a culturally diverse workforce

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..... [6]

Question 2

Refer to Fig. 2 (Insert), information about tourism spending in Taiwan.

(a) Identify from Fig. 2 (Insert) the following:

- the number of international tourists visiting Taiwan in 2012

.....

- the percentage of international tourists in 2012 that were repeat visitors

.....

- the average length of stay for international tourists

.....

- the nationality of visitors who spent most on shopping while in Taiwan

.....

[4]

(b) With reference **only** to Fig. 2 (Insert), explain **three** ways in which international visitors to Taiwan will help to generate a strong multiplier effect within the local economy.

1

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2

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3

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.....[6]

(c) Explain **three** ways in which the Taiwan Tourism Bureau could promote Taiwan to target markets outside Asia.

1

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.....[6]

Question 3

Refer to Fig. 3 (Insert), a guide to cruise company facilities for young passengers.

(a) Identify from Fig. 3 (Insert) the name of the cruise company that gives younger passengers the opportunity to:

- take part in a National Park Junior Ranger programme

.....

- visit a Fantasia playroom

.....

- have hip-hop dance lessons

.....

- go to the Graffiti Teen Disco

.....

[4]

(b) With reference to Fig. 3 (Insert), choose **one** cruise company suitable for a family with three children aged 2, 7 and 14. Justify your choice.

Cruise company

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[6]

(c) Explain **three** likely advantages to passengers of booking their cruise holiday in person at a local retail travel agency rather than online.

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2

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3

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.....[6]

Question 4

Refer to Photographs B and C (Insert), which were taken in the historic English market town of Shrewsbury.

- (a) Using evidence from Photograph B (Insert), state **four** ways in which the town centre has been made attractive to visitors.

1

2

3

4

[4]

- (b) Photograph C (Insert), shows the River Severn as it flows through Shrewsbury.

Suggest **two** ways in which this part of the River Severn might be developed for tourism and recreation purposes. In **each** case give a full explanation for your choice.

Development 1.....

.....

Explanation.....

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Development 2.....

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Explanation.....

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..... [6]

- (c) The area shown in Photograph C (Insert) could become a 'honeypot' which attracts large numbers of visitors.

In the following table state **three** negative environmental impacts that visitors to such an area may cause and for **each** suggest a strategy to help reduce the problem.

Negative environmental impact	Strategy
1	
2	
3.	

[6]

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