

CANDIDATE
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TRAVEL AND TOURISM

9395/13

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), information about the service standards of two international airlines, KLM and Air France.

- (a) Complete the following table by identifying the number of the service standard which is most likely to be met by each of the staff actions.

Staff action	Service standard number
Displaying a 'hands-on' approach with regard to problem solving	
Smiling and showing the customer that you enjoy your job	
Listening carefully to customers in order to identify their needs	
Wearing the uniform as stated in the uniform manual	

[4]

(b) Describe **three** ways in which travel and tourism organisations are likely to 'provide relevant information regularly' to their **internal** customers.

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..... [6]

(c) With reference to **one** travel and tourism job role with which you are familiar, state **three** different skills used by the employee and describe how **each** skill is used in order to provide customers with quality service.

Chosen job role

1

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Question 2

Refer to Photographs A, B, C and D (Insert), taken at coastal locations in different destinations. The areas of coastline shown are at contrasting stages of tourism development, as suggested by the Butler model of destination evolution.

- (a) Complete the following table by identifying the letter of the photograph which is most likely to represent each Butler stage.

Butler Stage	Photograph
Stagnation	
Involvement	
Exploration	
Development	

[4]

- (b) Discuss the ways in which declining coastal destinations can be rejuvenated.

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[6]

(c) Explain **three** negative social impacts on the local host population which are associated with tourism development in coastal areas.

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..... [6]

(d) Discuss how tourist facilities within established resorts are likely to vary.

..... [9]

[Total: 25]

[Turn over

Question 3

Refer to Fig. 2 (Insert), information about the problem of seasonality in European tourism.

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

- **two** negative environmental impacts resulting from the seasonality of European tourism

1

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2

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- **two** negative economic impacts resulting from the seasonality of European tourism

1

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2

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[4]

(b) Explain fully **two** strategies which are frequently used by tourist attractions in an attempt to overcome the problem of seasonality.

Strategy 1

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Strategy 2

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[6]

Question 4

Refer to Figs 3 and 4 (Insert), a list of characteristics likely to be considered by tourists before visiting a particular destination and a tourist map of Las Vegas, Nevada in the USA.

- (a) Fig. 4 (Insert), shows four locations in the Las Vegas area labelled A, B, C and D. Complete the following table by matching each location with the most appropriate characteristic number from Fig. 3 (Insert).

Location	Characteristic number
A	
B	
C	
D	

[4]

- (b) Describe fully how **each** of the following is likely to influence the popularity of Las Vegas as a destination:

- the Las Vegas Convention and Visitors Authority

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- films and television programmes made on location in the city

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[6]

(c) Many visitors to Las Vegas will explore the surrounding countryside.

Explain **three** ways in which National Parks are managed to minimise damage to the environment.

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