



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS  
General Certificate of Education Advanced Level

CANDIDATE NAME

CENTRE NUMBER

CANDIDATE NUMBER

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**TRAVEL AND TOURISM**

**9395/01**

Paper 1 Core

**November 2009**

**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.  
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.

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

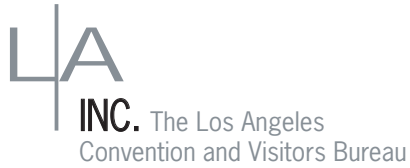
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This document consists of **16** printed pages and **4** blank pages.



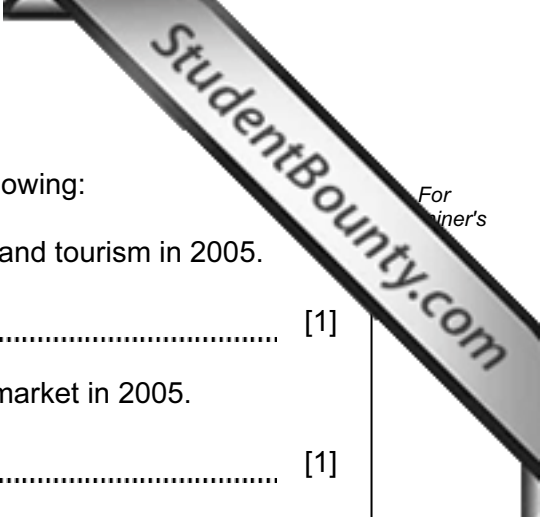
**Question 1**

Refer to Fig.1.

**Los Angeles Travel Statistics 2006****A Review of Travel and Tourism  
in Los Angeles County**

- Los Angeles hosted 25.0 million visitors in 2005 generating a total of \$12.9 billion in spending.
- The number of domestic overnight visitors increased for the third consecutive year, moving from 20.0 million to 20.4 million, a gain of 2.0% over 2004.
- The number of international visitors increased for the second consecutive year since 2000 – improving from 4.2 million to 4.6 million or 9.2% higher than 2004.
- The gains reflect an improvement in international travel to the US and Los Angeles.
- Visitor spending also increased for the second time since 2000 – totalling \$12.9 billion, a gain of 7.7%.
- 2005 spending by domestic visitors totalled \$9.1 billion – up 5.0% compared with 2004.
- Spending by international visitors increased by 14.8% to \$3.8 billion.
- In 2005, the number of Los Angeles residents employed in the travel and tourism industry totals 263,500 – up 1.3% from 2004.
- Based on the number of persons employed in the industry, tourism remains the county's second largest economic base, with total employment of 512,600.
- Los Angeles is one of the top travel destinations in the U.S. According to the Travel Industry Association of America, it is the fourth largest destination for domestic travel in the US after Las Vegas, Orlando and Chicago.
- Los Angeles is the second ranked destination for overseas visitors behind only New York.
- Los Angeles accounted for 11.9% of all overseas visitors travelling to the US in 2005 – up from a market share of 11.2% in 2004.

**Fig. 1**



(a) Los Angeles is an important visitor destination. Identify the following:

(i) The number of Los Angeles residents employed in travel and tourism in 2005.  
..... [1]

(ii) The Los Angeles share of the USA's international visitor market in 2005.  
..... [1]

(iii) The amount spent by international visitors to Los Angeles in 2005.  
..... [1]

(iv) The percentage increase in spending by domestic visitors to Los Angeles in 2005 compared with 2004.  
..... [1]

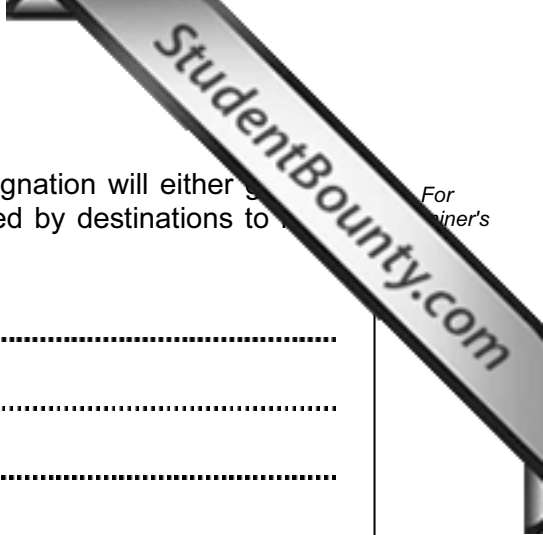
(b) Fig. 1 states "the gains reflect an improvement in international travel to the US and Los Angeles". Explain **two** factors that are most likely to have accounted for this trend.

Factor 1 .....

Explanation .....

Factor 2 .....

Explanation ..... [4]



(c) According to the Butler model, many destinations facing stagnation will either decline or rejuvenate themselves. Explain **four** methods used by destinations to achieve this rejuvenation.

Method 1 .....

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Explanation .....

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Method 2 .....

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Explanation .....

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Method 3 .....

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Explanation .....

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Method 4 .....

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Explanation .....

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[8]

(d) Many destinations have a specialised visitors bureau to help attract tourists. Describe  
the ways in which such organisations can help the development of tourism.

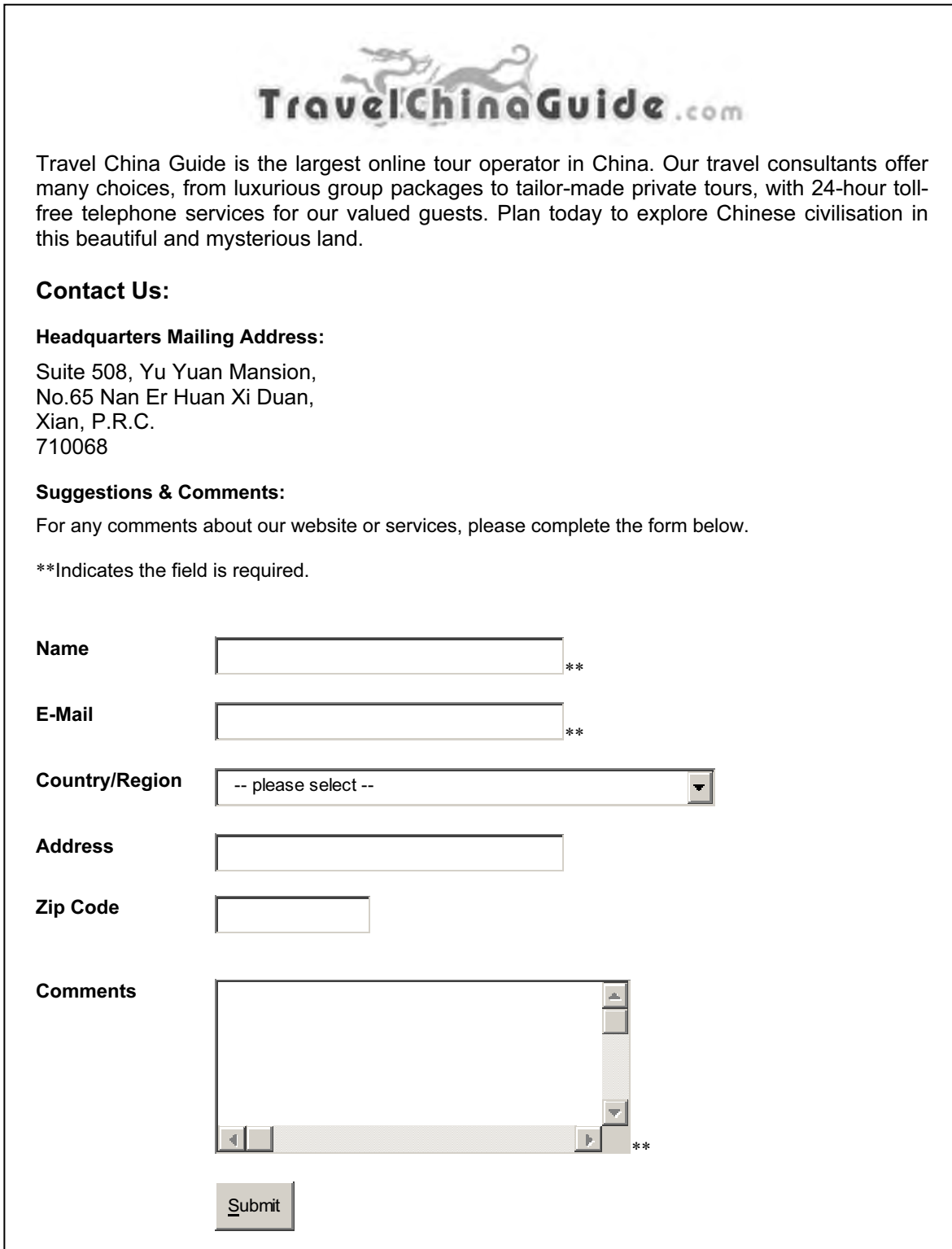
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[9]

[Total: 25]

**Question 2**

Refer to Fig. 2, an extract from the Travel China Guide website.



**TravelChinaGuide.com**

Travel China Guide is the largest online tour operator in China. Our travel consultants offer many choices, from luxurious group packages to tailor-made private tours, with 24-hour toll-free telephone services for our valued guests. Plan today to explore Chinese civilisation in this beautiful and mysterious land.

**Contact Us:**

**Headquarters Mailing Address:**  
Suite 508, Yu Yuan Mansion,  
No.65 Nan Er Huan Xi Duan,  
Xian, P.R.C.  
710068

**Suggestions & Comments:**  
For any comments about our website or services, please complete the form below.

\*\*Indicates the field is required.

**Name**  \*\*

**E-Mail**  \*\*

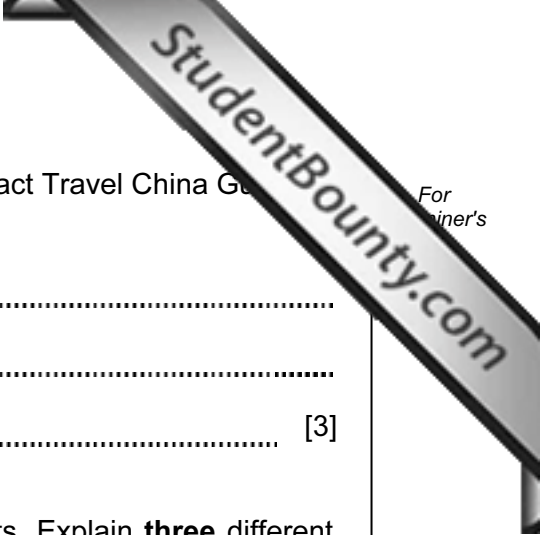
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**Zip Code**

**Comments**

**Fig. 2**



(a) Identify the **three** ways in which external customers may contact Travel China Guide.

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

(b) Travel China Guide encourages external customer comments. Explain **three** different uses of such customer feedback.

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

(c) All travel and tourism organisations, such as Travel China Guide, try to provide effective customer service to their internal customers in order to create good working relationships. State **three** advantages of this to the organisation.

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



(d) For **one** travel and tourism job role within an outlet with which you are familiar, describe the staff training provided and recommend one way in which the training can be improved.

Title of job role: .....

Name of outlet: .....

Details of training provided: .....

.....

.....

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.....

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Recommended improvement: .....

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..... [4]





**Question 3**

Refer to Fig. 3, a photograph of a guest room in an international hotel.



**Fig. 3**

- (a) Describe, using Fig. 3 and your own knowledge, the main features of 4/5\* hotel accommodation.

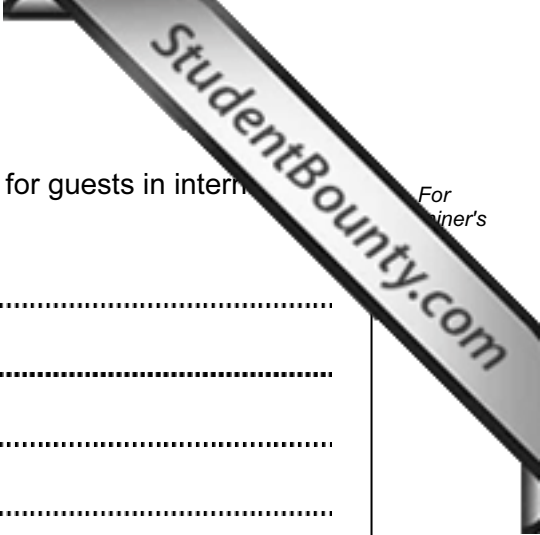
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..... [4]



(b) Explain **three** different types of room service usually provided for guests in international 4/5\* hotels.

Service 1 .....

Explanation .....

.....

Service 2 .....

Explanation .....

.....

Service 3 .....

Explanation .....

..... [6]

(c) In most hotels several different types of accommodation can be booked. Define the following:

(i) Double with Bed and Breakfast

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..... [2]

(ii) Twin with Half Board

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..... [2]

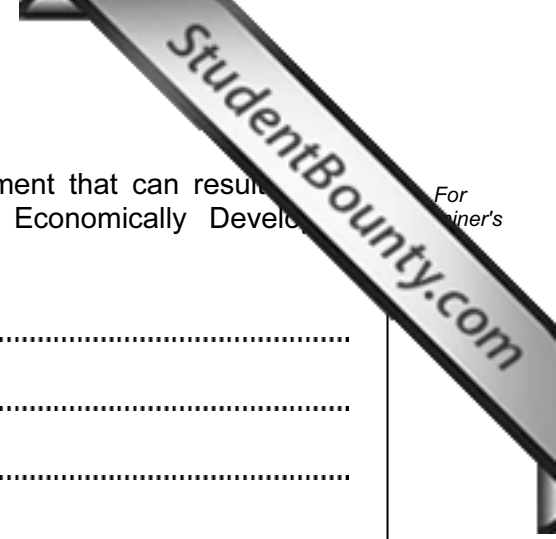
(iii) Single with Full Board

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..... [2]

(d) Discuss the negative impacts on people and the environment that can result when large resort hotel complexes are established in Less Economically Developed Countries (LEDCs).

For  
winner's



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[9]

**[Total: 25]**



**Question 4**

Refer to Fig. 4, a review of tourism in Latvia.

### **Tourism in Latvia**

Latvia has a rich cultural heritage, UNESCO sites, strong performing and visual arts, distinctive festivals and significant creative industries. Riga, the capital of Latvia, has long been the trade and cultural centre of the Baltic region, with periods under German, Tsarist, Polish, Swedish and Soviet rule. Latvians, however, have preserved their particular national identity, language and cultural traditions.

Tourists are attracted to Riga's architecture, national opera, concert and theatre venues, art galleries and museums. Music is an important part of Latvian culture both as a tourism product and a symbol of national identity. The independence movement of 1991 has gone down in history as the "Singing Revolution" and the slogan adopted by the Latvian tourism industry is "The Land That Sings". Important aspects of this include:

- The Latvian Song and Dance Festival which unites 13,000 participants into a single choir once every five years
- Riga International Opera Festival
- Sigulda Open-Air Opera Festival
- Riga International Ballet Festival
- International Early Music Festival.

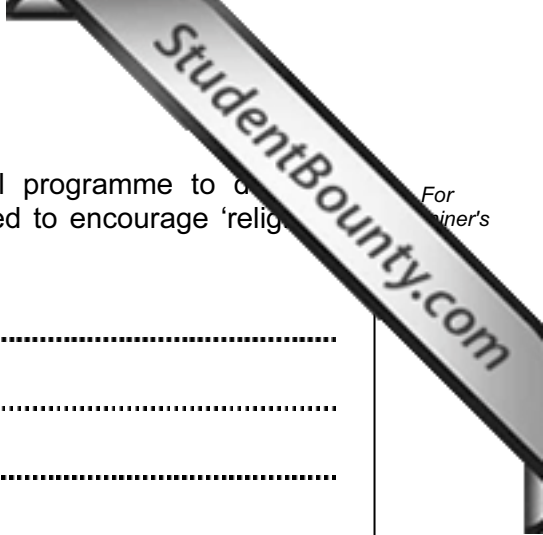
Riga possesses many museums. Traditional crafts are still widely practised in Latvia, providing possibilities for revenue generation via souvenirs as well as becoming cultural attractions in their own right. Many workshops are open to the public and a large annual Crafts Market takes place at the Open-Air Museum with smaller examples in regional centres.

Outside Riga the most obvious cultural heritage appeal is provided by castles, palaces, manors and churches. The Latvian Tourism Development Agency developed a special programme in religious tourism. Its purpose was to give financial support to maintain churches and increase tourist accessibility.

The largest annual celebration by far is the Midsummer Festival. Visitors to Latvia during this period are amazed by the events that are staged and these all help to reinforce a unique sense of 'Latvian-ness'. Riga will be one of the contestants for the title of European Capital of Culture in 2014.

**Fig. 4**





(c) The Latvian Tourism Development Agency has a special programme to encourage 'religious tourism'. Explain **three** methods that might be used to encourage 'religious tourism' visits to Latvia.

Method 1 .....

.....

Explanation .....

.....

Method 2 .....

.....

Explanation .....

.....

Method 3 .....

.....

Explanation .....

.....

[6]









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*Copyright Acknowledgements:*

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Question 2                   © [www.travelchinaguide.com](http://www.travelchinaguide.com)  
Question 3                   J D Smith © UCLES

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