
TRAVEL AND TOURISM

9395/13

Paper 1 Core

May/June 2016

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2 hours 30 minutes

READ THESE INSTRUCTIONS FIRST

This Insert contains all the Figures referred to in the questions.

Anything the candidate writes on this Insert will not be marked.



This document consists of **6** printed pages and **2** blank pages.

Fig. 1 for Question 1



Fig. 1

Fig. 2 for Question 2



For over twenty years the Ministry of Tourism of Malaysia has recognised the importance of shopping as a motivator for international travel. This is why, in addition to promoting Malaysia's rich cultural heritage and diverse modern city attractions, the Malaysian Government has, since 1990, promoted the Malaysia Mega Sale Carnival.

The Malaysia Mega Sale Carnival, a Government led initiative to boost tourism and shopping, held for approximately 11 weeks each year, combines discounts across a range of sectors (including retailers, hotels, visitor attractions, and restaurants), with a strong cultural offering too. The event offers an opportunity for Malaysia to show off its own thriving fashion industry with parades, shows, artistic displays and music. To coincide with the Carnival, the Ministry organises targeted familiarisation trips for tour operators, journalists and consultants, to show off the best of what the country has to offer.

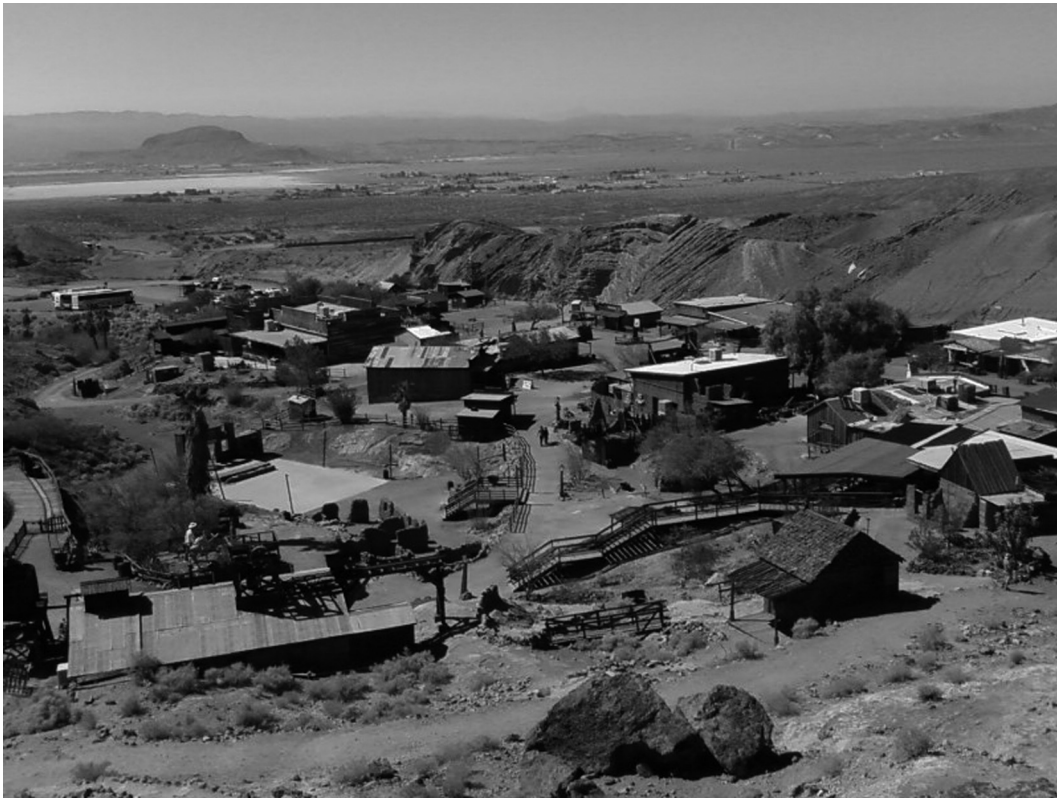
In recent years the Malaysian Government has reduced or eliminated tax on a range of items, helping to drive down prices and increase competitiveness for Malaysia's tourism and retail economy. Duty free shopping on goods such as cameras, sports equipment, footwear and jewellery is not just restricted to certain zones; it is available nationwide. Kuala Lumpur, Malaysia's capital city was ranked fourth in CNN's 2013 survey of the Top 12 Best Shopping Cities in the World. This placed the destination ahead of other well-established shopping hubs such as Paris, Hong Kong and Dubai. Kuala Lumpur's impressive ranking is due to its winning combination of high-quality shopping, affordable prices and reliable sales. It also currently features three of the ten biggest shopping malls in the world.

In 2014 the Malaysia Mega Sale Carnival was held from 28 June to 1 September and formed part of over 200 events held to celebrate Visit Malaysia Year, a campaign featuring special events and programmes designed to raise the country's profile among international audiences. It provided a major contribution to the Government's target to receive 36 million tourist arrivals and US\$55 billion in receipts by 2020.

Fig. 2

Fig. 3 for Question 3

Calico Ghost Town



Calico is a ghost town and former mining town in San Bernardino County, California, USA. Located in the Calico Mountains of the Mojave Desert region of Southern California, it was founded in 1881 as a silver mining town, and today has been converted into a county park named *Calico Ghost Town*. Located just off Interstate Highway 15, it lies 4.8km from Barstow and 4.8km from Yermo. Giant letters spelling *CALICO* can be seen on the Calico Peaks behind the ghost town from the highway. Walter Knott purchased Calico in the 1950s, restoring all the buildings to look as they did in the 1880s. Calico received California Historical Landmark status and in 2005 was proclaimed by then-Governor Arnold Schwarzenegger to be California's Silver Rush Ghost Town.

Today Calico is visited by people from around the country and all over the world. The park offers visitors an opportunity to share in its rich history and enjoy the natural beauty of the surrounding desert environment. The park operates mine tours, gunfight stunt shows, gold panning and rides on the historic narrow gauge Calico and Odessa Railroad. There are restaurants and 14 shops, including a general store.

Calico Ghost Town is open every day except Christmas Day, and requires the payment of an entrance fee. Additional fees are required for some attractions. Overnight camping for recreational vehicles and other accommodation are also available. Special events are held throughout the year including a Spring Festival in May, Calico Days in early October, and a Ghost Town Haunt in late October.

Fig. 3

Photograph A for Question 4



Photograph A

Photograph B for Question 4



Photograph B

Fig. 4 for Question 4

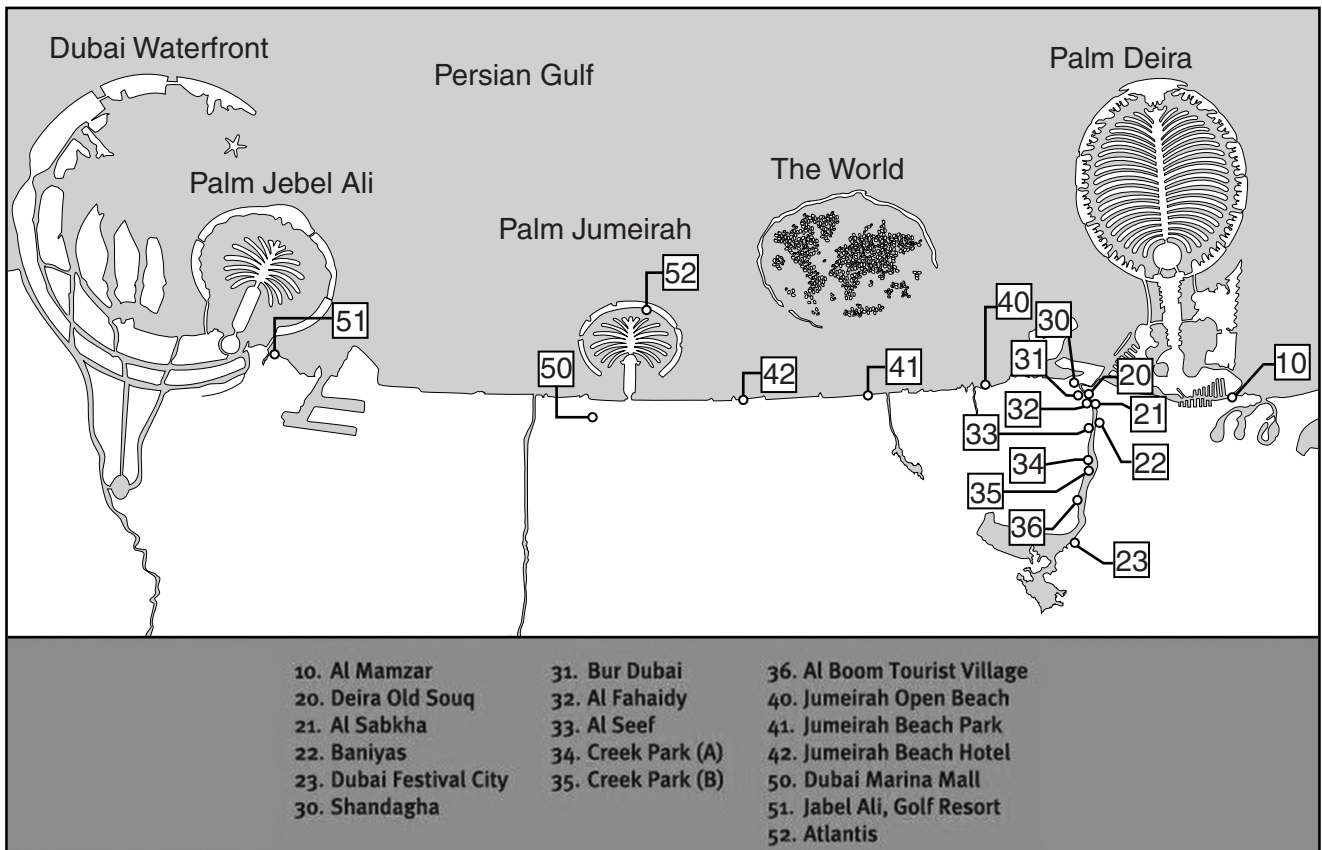


Fig. 4

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