
TRAVEL AND TOURISM

9395/12

Paper 1 Core

May/June 2016

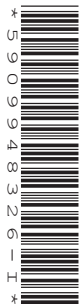
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READ THESE INSTRUCTIONS FIRST

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

'The cat on a bike' is a sculpture made by artist Alain Séchas. It was ordered by the city of Brussels in 2005 for the sum of €100 000 and the sculpture can be found just in front of the Galeries Royales (a famous 19th-century shopping arcade).



Scott's café-bar is located by 'the cat on a bike' on Rue Montagnes aux Herbes Potageres, in a building which dates back to 1865 when the area was first developed. Just 200m from the main railway station (Gare Central) in Brussels, this newly opened café-bar offers customers an international feel with an extensive menu and a wide selection of beverages from all over the world.

Fig. 1

Fig. 2 for Question 2

Tourists stunned by \$1186 Singapore restaurant bill

The Singapore Tourism Board (STB) reached out to a family of tourists from the Philippines who were stunned by a \$1186.20 bill – including a \$707 chilli crab dish – for a dinner at Boat Quay’s Forum Seafood Village restaurant.

The STB’s director for the Philippines and Brunei region called the family to apologise for their unpleasant experience in Singapore. The family had complained that the waiter who served them had trouble speaking English, and all they could understand was “big or small”, referring to the size of the crab.

The STB’s Executive Director for Visitor Information and Feedback confirmed that a colleague had verified the facts of the case with the family, and given advice on how they could seek appropriate compensation.

“STB follows up all complaints received,” he said, adding that those involving monetary refunds are directed to the Consumers Association of Singapore, which will pursue the matter on behalf of the complainant through mediation or the Small Claims Tribunal.

Forum Seafood Village confirmed that the restaurant was prepared for a compromise with the family on compensation.

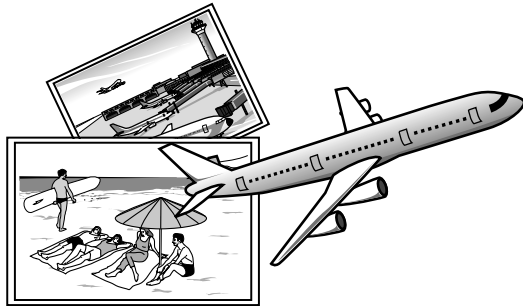
“If they want a refund, we can offer a partial refund because of the misunderstanding,” they said, adding that the restaurant’s menus clearly state that the Alaskan king crab costs \$208 per kg, but the waiter, who does not speak good English, did not inform the tourists of the final price.

Fig. 2

Fig. 3 for Question 3

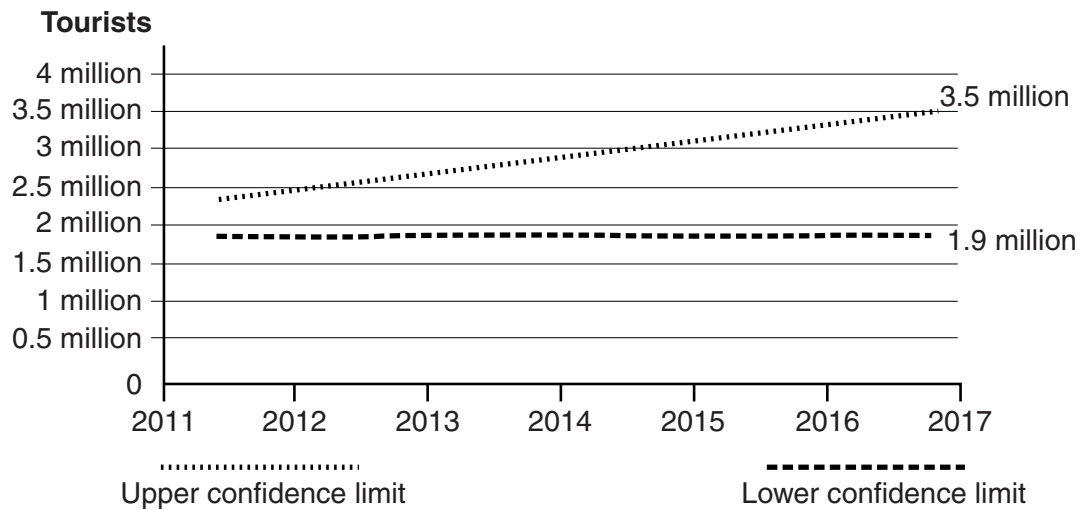
Future Goals for Costa Rica

By looking at this strategy, it is possible to forecast the future goals in hand with quality, growth, and sustainability.



An average increase of 5% is expected regarding the number of international tourists compared to the number that arrived in 2010.

For 2016, it is estimated that 2 700 000 tourists will arrive in Costa Rica.



2016

+500
tourism
enterprises

At least 500 tourist companies to be certified under the standard of the Certification for Sustainable Tourism (CST) programme. It is calculated from a base of 183 that were created in 2010, which corresponds to 53 new companies per year. Currently, the country has 299 tourist companies with CST.



With this tourism strategy, it is intended that economic profits exceed US\$2500 million by 2016; this is an increase of more than US\$500 million since 2010.

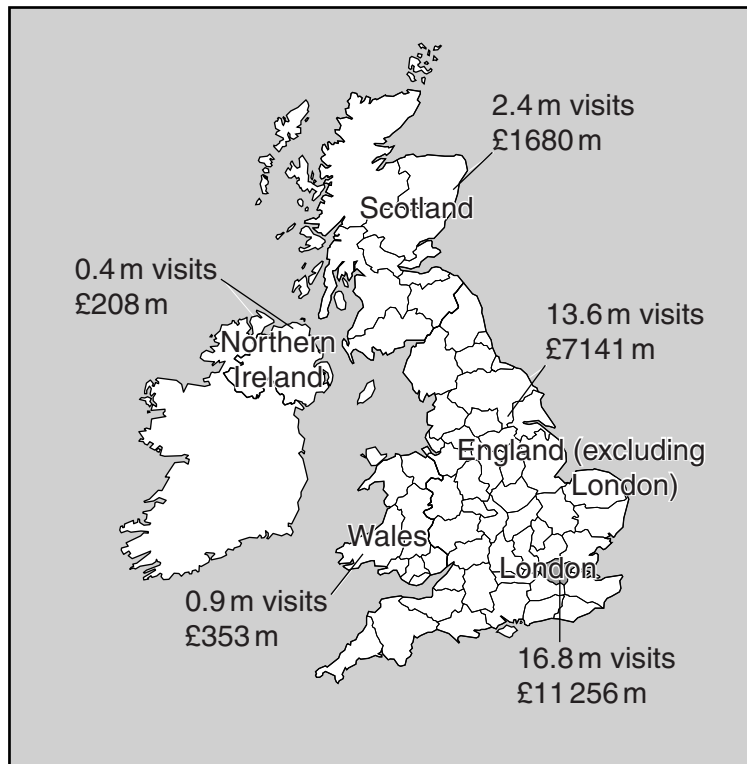
Fig. 3

Photograph A for Question 3



Photograph A

Fig. 4 for Question 4



UK Top Ten Visitor Markets by Volume (2013)			
From		Visits (thousands)	% of all visits
1	France	3930	12%
2	Germany	3162	10%
3	USA	2791	9%
4	Irish Republic	2395	7%
5	Netherlands	1922	6%
6	Spain	1704	5%
7	Italy	1666	5%
8	Poland	1357	4%
9	Belgium	1188	4%
10	Australia	1070	3%

UK Top Ten Visitor Markets by Value (2013)			
From		Spend (£ millions)	% of all spend
1	USA	£2548	12%
2	Germany	£1408	7%
3	France	£1350	6%
4	Australia	£1194	6%
5	Spain	£905	4%
6	Italy	£830	4%
7	Irish Republic	£818	4%
8	Netherlands	£720	3%
9	Norway	£537	3%
10	Canada	£533	3%

Fig. 4

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