

---

**TRAVEL AND TOURISM**

**9395/11**

Paper 1 Core

**October/November 2015**

INSERT

**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 **4** printed pages.

Fig. 1 for Question 1

## Equality and Diversity Policy

We strive to provide a fair and supportive work environment for all our employees, regardless of their age, gender, marital status, sexual orientation, disability, colour, ethnic or national origin, religion or affiliation to any political party or trade union. We aim to employ people who reflect the diverse nature of society and we value each of our employees for the contribution they make, both individually and as part of the company team. Our policy applies to recruitment, selection, terms and conditions of employment, promotion, training, references and every other aspect of employment.

Fig. 1

Fig. 2 for Question 2

## Foreign visits to selected European destinations in the first half of 2013

Despite the persistent poor economic conditions across much of Europe, international tourism continues to grow across the region. The graph below shows the percentage change in foreign visits to selected European destinations in 2013.

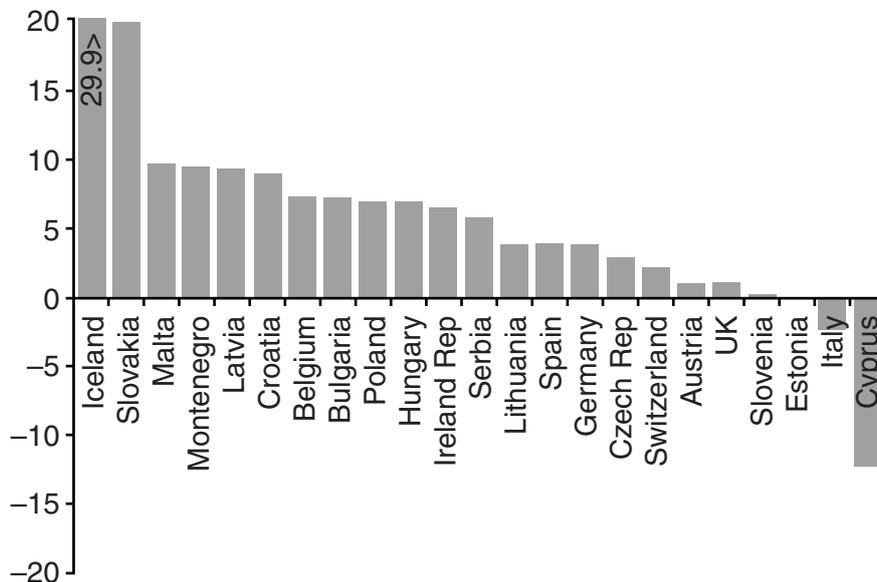


Fig. 2

Fig. 3 for Question 3

### Eco-resort designed with respect for environment

The L'Heure Bleue eco-resort in Nosy Be, Madagascar, has been created as a model for sustainable tourism. Everything has been designed from the outset in a spirit of respect for the environment and sustainable development, in harmony with local people. The property offers true luxury, high quality services and promotes concern for the environment.



A dedicated eco-team monitors the measures taken by the resort and assesses the extent to which L'Heure Bleue is meeting its environmental goals. The resort is equipped with a solar power installation, the first in Madagascar. Water supply comes from the surrounding hills, it is drawn through pumps and stored in a 10000 litre capacity tank. Wastewater is collected and processed through filters made of coconut and dead coral to feed the garden. Waste treatment is optimised at the property, with compost made out of food waste and a comprehensive recycling system is in place.

L'Heure Bleue is actively involved with the local community, protecting and raising awareness of the environment in the region. 'Clean Village / Beach Clean Up' events are organised on a regular basis. A special 'Environment Club' has been created for local schoolchildren. The resort recruits local staff, contributing to social balance and salaries are 30% above average. In addition, a health and solidarity fund has been established for staff and their families.

Fig. 3

**Fig. 4 for Question 4**

### **Chinese tourists want souvenirs**

Outbound tourism from China is increasing. The booming economy in China, mixed with a rise in the number of millionaires and an expanding middle class, has encouraged the Chinese people to travel. This, along with increased exposure to foreign culture through books, movies and even news media, has helped to create interest in seeing what the world outside China has to offer.

Chinese tourists are not only interested in photos of famous sites, but also in souvenirs, including merchandise that may not be available to them in China. Chinese travellers purchased 62% of all luxury goods sold in Europe in 2012. Several European destinations, particularly in France and Italy, have become extremely popular because of the brands associated with luxury-goods companies.

New York's famed shopping street, Fifth Avenue, lined with many European luxury-brand outlets, has also been able to capitalise on China's shopping habit. During the Chinese New Year holiday, a popular travel period in China, a high-end department store employed Mandarin speaking staff on the sales floor. The store also used special decorations to welcome Chinese visitors. According to the World Luxury Association, 75% of Chinese tourists purchase more than three luxury items when travelling abroad, including jewellery, watches and other fashion items such as leather goods.

Although Chinese tourists generally travel in large groups, their travel patterns, tastes and standards will evolve from mass-planned tours to specialised niche travel in the future.

**Fig. 4**

---

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in the Cambridge International Examinations Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at [www.cie.org.uk](http://www.cie.org.uk) after the live examination series.

Cambridge International Examinations is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.