
TRAVEL AND TOURISM

9395/13

Paper 1 Core

October/November 2014

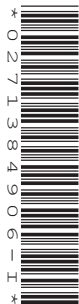
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READ THESE INSTRUCTIONS FIRST

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 **5** printed pages and **3** blank pages.



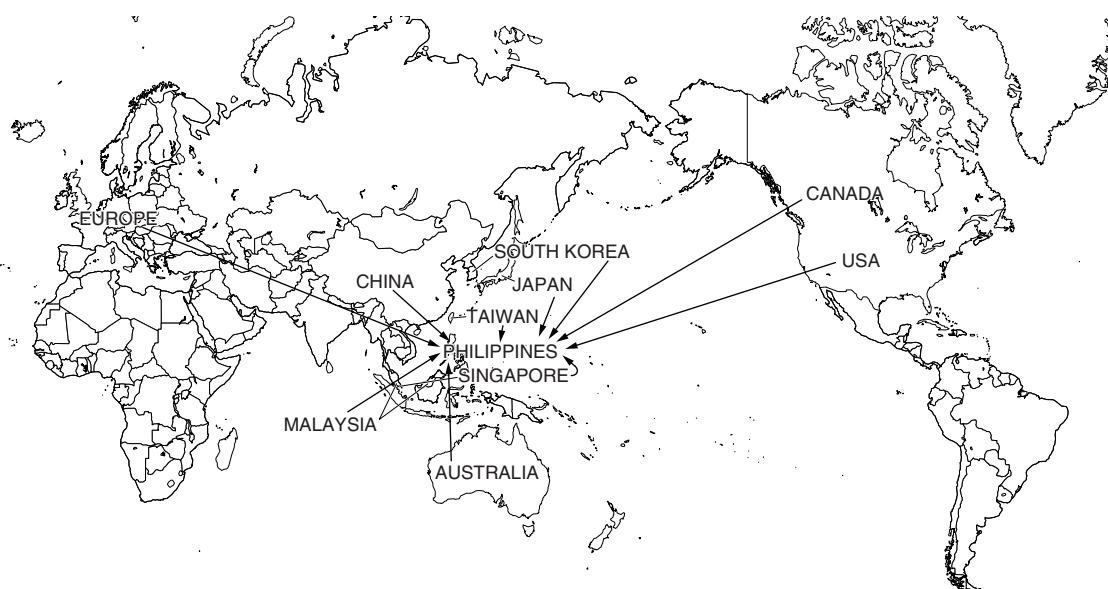
Fig. 1 for Question 1



Fig. 1

Fig. 2 for Question 2

VISITOR ARRIVALS TO THE PHILIPPINES



TOP 12 MARKETS BY VOLUME (2009)

Rank	Market	Number of visitors	% of visitors
1	USA	582 537	19.31%
2	South Korea	497 936	16.50%
3	Japan	324 980	10.77%
4	China	155 019	5.14%
5	Australia	132 330	4.39%
6	Hong Kong	122 786	4.07%
7	Taiwan	102 274	3.39%
8	Canada	99 012	3.28%
9	Singapore	98 305	3.26%
10	United Kingdom	91 009	3.02%
11	Malaysia	68 679	2.28%
12	Germany	55 912	1.85%

TOP 12 MARKETS BY VOLUME (2011)

Rank	Market	Number of visitors	% of visitors
1	South Korea	925 204	23.62%
2	USA	624 527	15.94%
3	Japan	375 496	9.59%
4	China	243 137	6.21%
5	Taiwan	181 738	4.64%
6	Australia	170 736	4.36%
7	Singapore	137 802	3.52%
8	Canada	117 423	3.00%
9	Hong Kong	112 106	2.86%
10	United Kingdom	104 466	2.67%
11	Malaysia	81 752	2.34%
12	Germany	61 193	1.56%

Fig. 2

Photographs A, B, C and D for Question 3



Photograph A



Photograph B



Photograph C



Photograph D

Fig. 3 for Question 4

ConCERT

Helping you to help



ConCERT (Connecting Communities, Environment and Responsible Tourism) is a not-for-profit social enterprise based in Siem Reap, Cambodia. Their objective is a Cambodia free from poverty. They want to maximise the benefits of tourism and travel for all people who live in Cambodia, even the poorest.

Around 2 million tourists visit Siem Reap province each year. The province is full of natural and man-made wonders, from the temples of Angkor, to the river carvings of Kbal Spean and Tonle Sap, the largest fresh water lake in South-East Asia. Nearly 1 million people live in Siem Reap, many of whom have migrated from other areas of Cambodia looking for a better future.

ConCERT encourages the use of responsible tour operators. Many of the projects they support and some of their business enterprises, which provide community-based ecotours, support the local people and the environment as well as giving visitors a more meaningful experience.

ConCERT advises all tourists visiting Cambodia to make sure that:

- projects and tour operators establish long-term relationships with local communities
- they know how much of the tour income goes to the community
- the project or tour operator employs local people
- the community directly benefits from the activities taking place
- visitors are given background information before the tour. This should include historical and cultural understanding as well as explanation of why the projects being supported are of value to the community.
- they do not disrupt the lives of local people.

Fig. 3

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Figure 2 © <http://www.visitmyphilippines.com/images/ads/213d01b36f178176144f4cf3abe93b34.pdf>.

Figure 3 © adapted: <http://www.concertcambodia.org/default.html>.

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