

Cambridge International Examinations

Cambridge International Advanced Subsidiary and Advanced Level

AS & A Level			
CANDIDATE NAME			
CENTRE NUMBER		CANDIDATE NUMBER	
TRAVEL AND	TOURISM		9395/12
Paper 1 Core		Oc	tober/November 2014
		2	nours and 30 minutes
Candidates a	nswer 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.

You may use an HB pencil for any diagrams or graphs.

Do not use staples, paper clips, glue or correction fluid.

DO NOT WRITE IN ANY BARCODES.

Answer all questions.

All the Figures referred to in the questions are contained in the Insert.

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



Refer to Fig. 1 (Insert), a sample mission statement for the delivery of outstanding customer service in the travel and tourism industry.

(a)	Identify by number, from Fig. 1 (Insert), the four 'service values' which help to promote the well-being of the organisation's internal customers.
	1
	2
	3
	4[4]
(b)	With reference to one job role within a travel and tourism organisation with which you are familiar, describe three ways in which an employee demonstrates his/her professional ability.
	Chosen job role/organisation
	1
	2
	3
	[6]

(c)	Discuss the usefulness of a mystery shopper to an organisation when assessing the extent to which employees are 'always responsive to the needs of guests'.
	[6]

chosen oraș	nisation				
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Refer to Fig. 2 (Insert), a news item about Expedia's 2012 Vacation Deprivation survey.

(a)	lder	ntify from Fig. 2 (Insert), the following:	
	•	the number of employees taking part in the survey	
	•	the amount of holiday entitlement for an average Japanese worker	
	•	the amount of holiday entitlement for workers in Sweden	
	•	the employees with the shortest working week	
			 [4]
(b)	Ass	ess the factors that have allowed Europeans to enjoy an increase in leisure time.	
			.[6]

choice of holiday products likely to be popular with each traveller type.

(c) The following terms describe the characteristics of different types of traveller. Explain the

•	Someone who is 'money rich and time poor'.	
•	Someone who is 'money poor and time rich'.	
		[6

(d)	Discuss the ways in which one tourist attraction with which you are familiar appeals to diffe types of visitor.	rent
	Chosen tourist attraction	
		•••••
		•••••
		•••••
		[9]

Refer to Fig. 3 (Insert), a photograph taken outside the entrance to a traditional English country inn, offering serviced accommodation and a restaurant.

(a)	State four other types of accommodation often found in tourist destinations.
	1
	2
	3
	4[4]
(b)	Discuss the reasons why many accommodation providers, such as the one shown in Fig. 3 (Insert), display awards outside their premises.
	[6]

(c)	Explain three advantages to customers of looking at Internet review sites, such as TripAdvisor before making their accommodation bookings.
	1
	2
	3
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Refer to Fig. 4 (Insert), information about Watercooled, an activity provider in Dubai.

(a)	Identify from Fig. 4 (Insert), the following:
	• two facilities provided on-site by Watercooled for the convenience of customers
	1
	2
	• the two activities offered to customers which require special arrangements to be made
	1
	2[4
(b)	Using Fig. 4 (Insert), explain three negative environmental impacts which are likely to result from visitor recreational activities in this area.
	1
	2
	3
	[6

(c)	Explain three different ways in which conflict can arise between the local community and developers when a new tourist development, such as the one shown in Fig. 4 (Insert), is built in a previously undeveloped coastal location.
	1
	2
	3
	3
	ra-

Discuss the ways in which climate change might affect the development of tourism. Sup your answer with examples.

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