

Cambridge International Examinations

Cambridge International Advanced Subsidiary and Advanced Level

CANDIDATE NAME					
CENTRE NUMBER			CANDIDATE NUMBER		

TRAVEL AND TOURISM

9395/12

Paper 1 Core

May/June 2014

2 hours and 30 minutes

Candidates answer 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	l (Insert),	a photograph	showing	members	of the	concierge	team	at a	hotel.

3								
4								
The hotel has procedures that front-line staff, such as the members of the concierge te are expected to follow. For example, the hotel expects all guests to be welcomed on arrive the following way:								
Service aspect	Method to be used	Standard of performance expected						
Welcoming the guest	Acknowledge the guest and say: 'Welcome to the hotel! How may I help you?' If it is a repeat guest known to you then say: 'Good day/evening Mr/Mrs/Ms Welcome back, it is nice to	 eye contact smile positively greet the guest use the guest's name 						
Justify the hotel's p	see you again.' olicy for welcoming guests.							
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.....[6]

(c)		el employees may sometimes have suggestions to make about their job role and/or their ditions of service.
	Des	cribe how the employee is likely to benefit from each of the following:
	•	being observed and receiving feedback from their manager
	•	taking part in an annual review as part of the hotel's appraisal system
	•	using the staff suggestion box
		[6]

)	rewards are used to motivate staff.
	Chosen organisation
	[9]

Refer to Fig. 2 (Insert), a news item about medical tourism.

(a)		ntify from Fig. 2 (Insert) four countries which are expected to be attractive to medical rists paying in US dollars.
	1	
	2	
	3	
	4	[4]
(b)		rency fluctuations are one of a series of external factors that can be a threat to particular tinations. Other external factors include natural disasters and acts of terrorism.
		e a named example of each of these types of threat and briefly describe the impacts they on the destination:
	•	natural disaster and where it occurred
		impact on destination
		act of terrorism and where it occurred
		impact on destination

to create additional attractions such as a new theme park or an exhibition centre.

(c) Destinations can decline in popularity for a variety of reasons. One way to prevent decline is

Explain three positive economic impacts that are likely to result from creating additi attractions.	ional
1	
2	
3	
	[6]

(d)	Medical tourism is one type of tourism activity that has encouraged tour operators to offer specialised packages.
	Discuss the range of products that is currently available for one other specialised niche tourism market with which you are familiar.
	Chosen specialised niche market
	[9]

Refer to Fig. 3 (Insert), a promotional flyer for a small visitor attraction in Zimbabwe.

(a)	Using Fig. 3 (Insert), identify and describe two ways in which Bushman Rock Safaris has developed the local natural environment for tourism.	s
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		•
	2	
	[4	·J
(b)	Explain three ways in which Bushman Rock Safaris is likely to benefit from its association with the Zimbabwe Tourism Authority.	n
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	2	
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		•
	3	•
		•
	[6	Į۱

(c)	Accommodation providers such as Bushman Rock Safaris can help to promote sustainable or 'green' tourism.
	State three practices that have been introduced by accommodation providers in many destinations and explain how they help to make tourism sustainable.
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	2
	3
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Refer to Fig. 4 (Insert), a news item about India's tiger reserves.

(a) Fig. 4 (Insert) indicates that a combination of public, private and voluntary sector organisations are involved in campaigns to protect the Indian tiger population.

Complete the following table by stating the sector to which **each** named organisation is likely to belong.

Name of organisation	Sector (Public, Private or Voluntary)
Aircel (telecom)	
Save the Tiger	
NTCA	
Wildlife Protection Society of India	

[4]

(b)	Discuss the view that the banning of tourists from certain National Park areas in India will lead to an increase in poaching.

(c)	Fig. 5 (Insert) shows a location in South Africa's Table Mountain National Park that is popular with tourists.
	Identify and explain three ways in which the site is being managed to avoid negative environmental impacts.
	1
	2
	3
	Ic

(d) Visitors to National Parks tend to be a mix of domestic and international tourists as well as

day and staying tourists.
Discuss the range of accommodation and catering options that are available in many National Parks.
[9]

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