

# **Cambridge International Examinations**

Cambridge International AS & A Level	Cambridge International Examinations Cambridge International Advanced Subsidiary and Advanced Level
CANDIDATE NAME	
CENTRE NUMBER	CANDIDATE NUMBER

TRAVEL AND TOURISM

9395/12

Paper 1 Core

October/November 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.

This document consists of 13 printed pages, 3 blank pages and 1 Insert.



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

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

www.PapaCambridge.com (c) Discuss the usefulness of a mystery shopper to an organisation when assessing which employees are 'always responsive to the needs of guests'.

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d)	With reference to <b>one</b> travel and tourism organisation with which you are familiar, ways in which standards of customer service are maintained during periods of high Chosen organisation
	Chosen organisation

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

	5 Fig. 2 (Insert), a news item about Expedia's 2012 Vacation Deprivation survey.  Identify from Fig. 2 (Insert), the following:  • the number of employees taking part in the survey	
stio	on 2	A.
r to	Fig. 2 (Insert), a news item about Expedia's 2012 Vacation Deprivation survey.	TO TO
(a)	Identify from Fig. 2 (Insert), the following:	Se. Co.
	the number of employees taking part in the survey	13
	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	
(b)	Assess the factors that have allowed Europeans to enjoy an increase in leisure time.	[4]

[Turn over

of traveller. Canno

(c)	The cho	following terms describe the characteristics of different types of traveller. ice of holiday products likely to be popular with each traveller type.  Someone who is 'money rich and time poor'.
	•	Someone who is 'money rich and time poor'.
	•	Someone who is 'money poor and time rich'.
		[6]

<ul> <li>Discuss the ways in which one tourist attraction with which you are familiar appearance types of visitor.</li> </ul> Chosen tourist attraction		
	Chosen tourist attraction	

	8
stio	on 3
	Fig. 3 (Insert), a photograph taken outside the entrance to a traditional English counserviced accommodation and a restaurant.  State four other types of accommodation often found in tourist destinations.
(a)	State <b>four</b> 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]

3	

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a€	valuate the extent to which the type <b>and</b> number of accommodation providers estination passes through the different stages of the Butler model of destination ex	
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Refer to Fig. 4 (Insert), information about Watercooled, an activity provider in Dubai.

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

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(c)	Explain <b>three</b> different ways in which conflict can arise between the local condevelopers when a new tourist development, such as the one shown in Fig. 4 (Inserting a previously undeveloped coastal location.
	1
	2
	3

(d)	Discuss the ways in which climate change might affect the development of toun your answer with examples.
	[c

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