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AS & A Level

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Cambridge International Advanced Subsidiary and Advanced Level

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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.

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

- (c) Hotel employees may sometimes have suggestions to make about their job role and/or their conditions of service.

Describe how the employee is likely to benefit from **each** of the following:

- being observed and receiving feedback from their manager

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- taking part in an annual review as part of the hotel's appraisal system

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- using the staff suggestion box

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[6]

Question 2

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

- (a) Identify from Fig. 2 (Insert) **four** countries which are expected to be attractive to medical tourists paying in US dollars.

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4 [4]

- (b) Currency fluctuations are one of a series of external factors that can be a threat to particular destinations. Other external factors include natural disasters and acts of terrorism.

Give a named example of **each** of these types of threat and briefly describe the impacts they had on the destination:

- natural disaster and where it occurred
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impact on destination
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- act of terrorism and where it occurred
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impact on destination
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- (c) Destinations can decline in popularity for a variety of reasons. One way to prevent decline is to create additional attractions such as a new theme park or an exhibition centre.

Explain **three** positive economic impacts that are likely to result from creating additional attractions.

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Question 3

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.

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- (b) Explain **three** ways in which Bushman Rock Safaris is likely to benefit from its association with the Zimbabwe Tourism Authority.

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- (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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Question 4

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.

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(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.

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