

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.

Question 1

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]

Question 2

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

(a) Identify 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) Assess the factors that have allowed Europeans to enjoy an increase in leisure time.

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....

[6]

(c) The following terms describe the characteristics of different types of traveller. Explain the choice of holiday products likely to be popular with each traveller type.

- Someone who is 'money rich and time poor'.

.....

.....

.....

.....

.....

.....

- Someone who is 'money poor and time rich'.

.....

.....

.....

.....

.....

.....

[6]

(c) Explain **three** advantages to customers of looking at Internet review sites, such as TripAdvisor, **before** making their accommodation bookings.

1

.....

.....

.....

2

.....

.....

.....

3

.....

.....

.....[6]

Question 4

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

.....

.....

.....

[6]

BLANK PAGE

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

Cambridge International Examinations is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.