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UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
General Certificate of Education Advanced Subsidiary and Advanced Level

CANDIDATE NAME	

CENTRE NUMBER						CANDIDATE NUMBER				

TRAVEL AND TOURISM **9395/01**

Paper 1 Core **May/June 2012**

2 hours 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.
Do not use staples, paper clips, highlighters, glue or correction fluid.
You may use a pencil for any diagrams, graphs or rough working.
DO **NOT** WRITE IN ANY BARCODES.

Answer **all** questions.

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

For Examiner's Use	
1	
2	
3	
4	
Total	

This document consists of **15** printed pages and **1** blank page.

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Question 1

Refer to Fig. 1, information about the Kruger National Park, South Africa.

Fig. 1

(a) Identify and explain **three** ways in which the rules and regulations will help to conserve the Kruger National Park's natural environment.

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(b) The Kruger National Park contains several sites that act as viewpoints, such as the one shown in Fig. 2.

Fig. 2

Explain **two** negative environmental impacts that are likely to occur at sites such as the one shown in Fig. 2.

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(c) Many visitors to the Kruger National Park will be international leisure travellers. D[illegible] the benefits of car hire to such tourists.

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(d) Many destinations have both natural and built visitor attractions. With reference **built** visitor attraction with which you are familiar, discuss its appeal to different typ international traveller.

Name of chosen **built** attraction ....

....[9]

[Total: 25]

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Question 2

(a) Refer to Fig. 3, an illustration showing different hotel customer service environments labelled **A**, **B**, **C** and **D**.

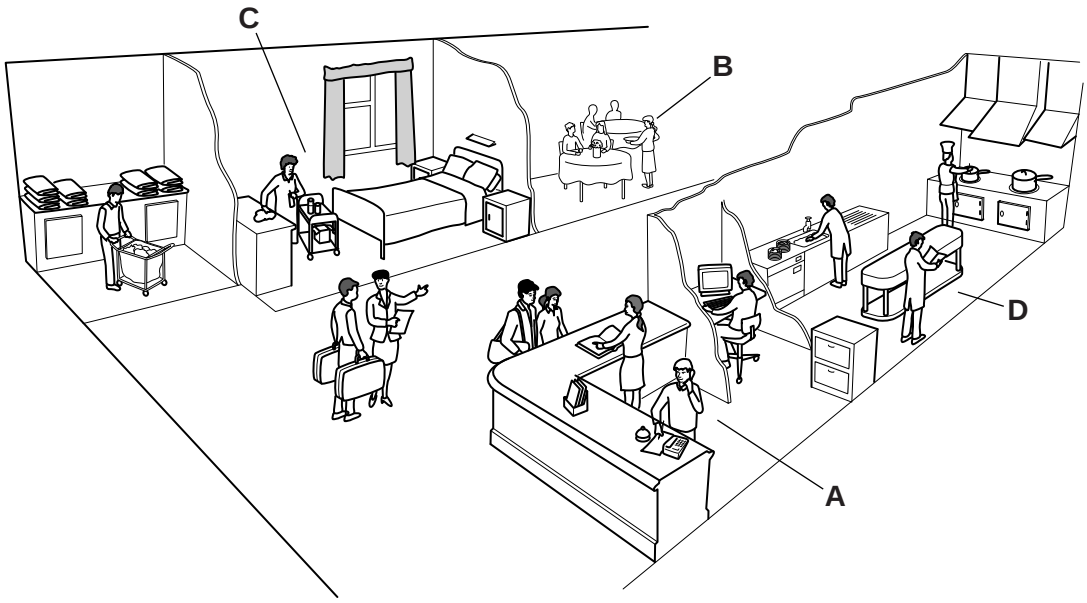

Fig. 3

In the following table, state whether staff working in **each** listed customer service environment are most likely to have contact with the hotel's internal or external customers.

Customer Service Environment	Internal or External
A	
B	
C	
D	

[4]

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(b) Refer to Fig. 4, extracts from the mission statement and customer service charte[illegible] Mandarin Oriental Hotel Group.

> ***"Our mission is to completely delight and satisfy our guests. We are committed to making a difference every day; continually getting better to keep us the best."***
>
> ***"We will strive to understand our client and guest needs by listening to their requirements and responding in a competent, accurate and timely fashion. We will design and deliver our services and products to address their needs. In fact, we are committed to exceeding their expectations by surprising them with our ability to anticipate and fulfil their wishes."***

Fig. 4

Suggest and describe **three** ways in which a travel and tourism organisation can find out the opinions of its **external** customers.

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(c) Some travel and tourism organisations use a system called 'benchmarking', which involves setting standards of quality, and then measuring performance against these standards. Explain how such a system might apply to **three** job roles within a named travel and tourism organisation with which you are familiar.

Name of organisation .....

Job role 1 .....

How benchmarking might apply .....

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Job role 2 .....

How benchmarking might apply .....

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Job role 3 .....

How benchmarking might apply .....

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(d) With reference to **one** travel and tourism organisation with which you are f… discuss the ways in which it meets the needs of its **internal** customers.

Name of chosen organisation ....

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[Total: 25]

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Question 3

Refer to Fig. 5, a news item about the growth of tourism in the Asia-Pacific region.

Asia-Pacific region has a 14% increase in tourist arrivals

World tourism growth was estimated to be increasing by 7% in the first six months of 2010, with the Asia-Pacific region achieving a 14% increase in the same period. This increase is not due to growth in European or North American arrivals. For example, Cambodia's growth comes from within the Asia-Pacific region, mainly from its neighbours Vietnam and Korea, as well as a steady increase of Chinese tourist arrivals.

Backpackers and holiday-makers targeted

Laos, too, has succeeded in attracting regional tourism from countries like Thailand, Vietnam, China, Cambodia and Myanmar. The Asia-Pacific region last year represented over 90% of tourist arrivals to Laos. Despite a lack of tourism infrastructure, marketing programmes have attracted both backpackers and traditional holiday-makers.

A Laos tourism official commented 'In addition to rich tourists who stay at hotels and eat at restaurants, we also want to attract freelance tourists; the backpackers who come to my country and in a way distribute income directly to the people. They don't stay in 4 or 3-star accommodation, they eat anywhere, spending small money for the rooms at guesthouses and home stays.'

Fig. 5

(a) Identify **four** Asian source markets for Laos tourism.

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(b) Using only Fig. 5, identify and explain **two** ways in which Laos tourism appears to be at an early stage of the Butler model of destination evolution.

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[6]

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(c) There has been a recent trend for tourists to visit poor squatter settlement a[illegible] cities of the less economically developed world, such as Rio de Janeiro and Mu[illegible] The photograph in Fig. 6 shows an example of a squatter settlement.

Fig. 6

Suggest and explain **three** negative socio-cultural impacts that might result from the development of this type of tourism.

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(d) With reference to examples with which you are familiar, discuss how tourism devel
can regenerate destinations.

[9]

[Total: 25]

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Question 4

Refer to Fig. 7, information about the functions of the Seychelles Tourism Board.

The Seychelles Tourism Board (STB) oversees most aspects of Seychelles' tourism industry. The Marketing Fund is responsible for coordinating marketing and the Seychelles Tourism Academy trains staff for the Seychelles' hospitality industry. STB's responsibilities include implementing national tourism policy, research, product development and coordination with tourism offices and representative agencies abroad.

The following are the functions of the Seychelles Tourism Board:

- to promote the efficient and sustainable development of tourism and to enhance its contribution to the national economy;
- to advise and assist the Government in the development of infrastructure supporting the tourism industry;
- to encourage the provision and improvement of amenities and facilities needed for the better enjoyment of Seychelles as a tourist destination;
- to supervise tourism enterprises;
- to establish a code of practice and standards for tourism enterprises and to ensure that they are complied with;
- to carry out market research and design and implement marketing strategies for the effective promotion of tourism;
- to promote the development of human resources in tourism and related fields;
- to promote domestic tourism;
- to do other things that will contribute to the advancement of the tourism industry.

Fig. 7

(a) Identify **four** responsibilities of the Seychelles Tourism Board.

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(b) Suggest and explain **three** ways in which a national tourist board is likely to 'sup[illegible] tourism enterprises'.

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(c) Explain **three** ways in which tourism is able to make a 'contribution to the national economy'.

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(d) With reference to examples with which you are familiar, discuss the ways in wh possible for tourist boards 'to promote **domestic** tourism'.

.... [9]

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Question 2 Figure 4	© Mission statement extract; Mandarin Oriental Hotel Group.

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