



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	
<b>Total</b>	

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



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.

1 .....

.....

.....

.....

.....

2 .....

.....

.....

.....

.....

3 .....

.....

.....

.....

.....

.....[6]

(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.

1 .....

.....

.....

.....

.....

.....

2 .....

.....

.....

.....

.....

.....

..... [4]





## Question 2

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

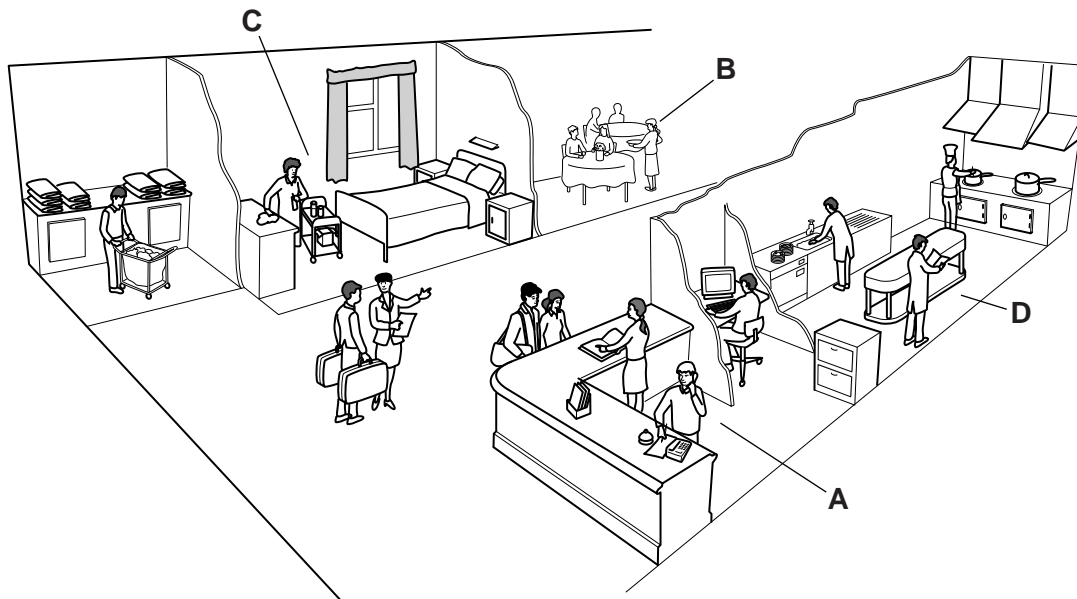


Fig. 3

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]



- (b) Refer to Fig. 4, extracts from the mission statement and customer service charter of 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.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

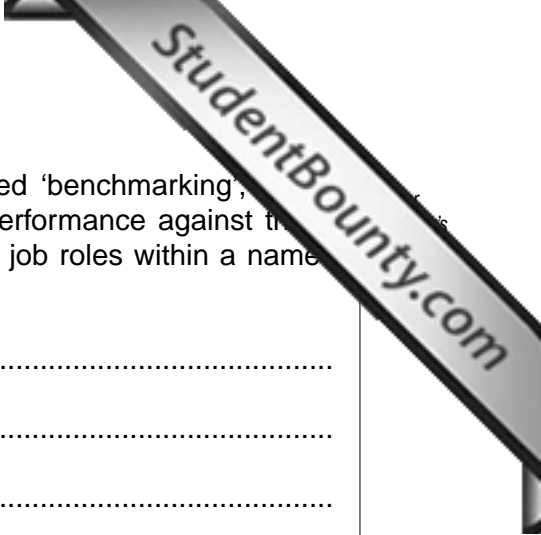
3 .....

.....

.....

.....

[6]



(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 .....

.....

.....

.....

.....

Job role 2 .....

How benchmarking might apply .....

.....

.....

.....

.....

Job role 3 .....

How benchmarking might apply .....

.....

.....

.....

..... [6]







- (c) There has been a recent trend for tourists to visit poor squatter settlements in the cities of the less economically developed world, such as Rio de Janeiro and Mumbai. 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.

1 .....

.....

.....

.....

2 .....

.....

.....

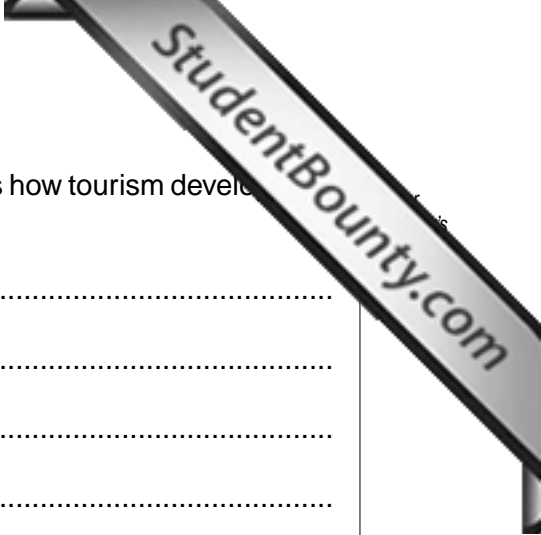
.....

3 .....

.....

.....

.....



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

A series of horizontal dotted lines provided for the student to write their answer to the question.



**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.

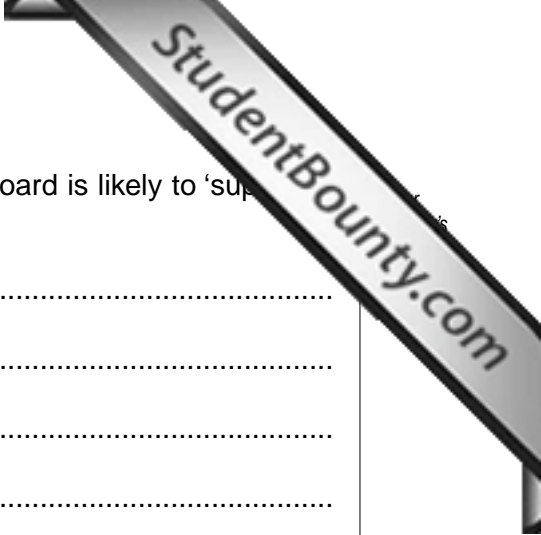
**The following are the functions of the Seychelles Tourism Board:**

- 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.

- 1 .....
- 2 .....
- 3 .....
- 4 ..... [4]



(b) Suggest and explain **three** ways in which a national tourist board is likely to ‘support’ tourism enterprises’.

1 .....

.....

.....

.....

.....

2 .....

.....

.....

.....

.....

3 .....

.....

.....

.....

.....

..... [6]

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

1 .....

.....

.....

.....

.....

.....

2 .....

.....

.....

.....

.....

.....

3 .....

.....

.....

.....

.....

..... [6]



---

*Copyright Acknowledgements:*

Question 1

J Smith © UCLES.

Question 2 Figure 4

© Mission statement extract; Mandarin Oriental Hotel Group.

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.

University of Cambridge International Examinations is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of University of