

CANDIDATE  
NAME

CENTRE  
NUMBER

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CANDIDATE  
NUMBER

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**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.

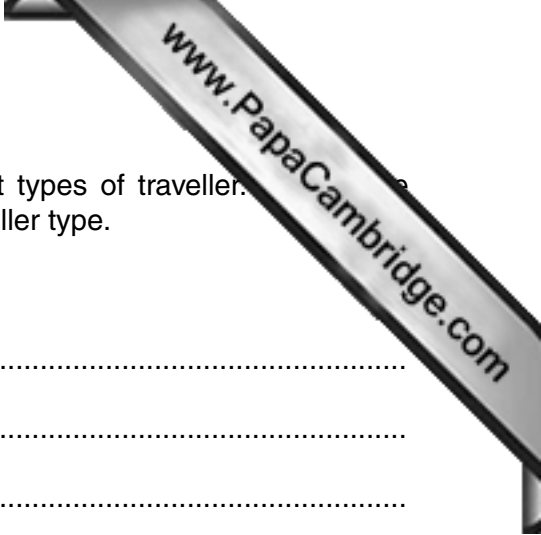
This document consists of **13** printed pages, **3** blank pages and **1** Insert.











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

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

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

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[6]









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

1 .....

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2 .....

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3 .....

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.....[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 .....

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2 .....

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3 .....

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.....[6]









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