

Cambridge
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AS & A 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]

- (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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(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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