



CANDIDATE
NAME

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CENTRE
NUMBER

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CANDIDATE
NUMBER

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9395/12

May/June 2020

2 hours 30 minutes

You must answer on the question paper.

You will need: Insert (enclosed)

- Answer **all** questions.
- Use a black or dark blue pen.
- Write your name, centre number and candidate number in the boxes at the top of the page.
- Write your answer to each question in the space provided.
- Do **not** use an erasable pen or correction fluid.
- Do **not** write on any bar codes.

- The total mark for this paper is 100.
- The number of marks for each question or part question is shown in brackets [].
- The insert contains all the figures referred to in the questions.

This document has **16** pages. Blank pages are indicated.

Question 1

Refer to Fig. 1.1 (Insert), information about social media.

(a) Explain **two** uses of social media for tourists.

1

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2

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[4]

(b) Describe **three** likely problems for tourism providers caused by the use of social media.

1

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2

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3

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[6]

- (c) Many tourism authority websites contain virtual tours.

Explain **two** advantages for destinations of virtual tours.

1

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2

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[6]

Question 2

Refer to Fig. 2.1 (Insert), photographs of camp sites.

- (a) Explain why camp sites would appeal to **each** of the following types of customers:

families

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back packers

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[4]

- (b) Explain **three** products or services which could be provided for international visitors at a camp site.

1

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2

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3

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[6]

(c) Explain **three** reasons why camp sites set organisational standards.

- 1
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- 2
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-
-
- 3
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-
-

[6]

- (d)** Discuss the methods of customer feedback which would be appropriate for use by a camp site.

[illegible]

[9]

[Total: 25]

Question 3

Refer to Fig. 3.1 (Insert), a photograph of a tourist.

- (a) (i) Circle the type of tourism shown in Fig. 3.1 in the table below.

adventure	ecotourism
medical	religious

[1]

- (ii) Suggest **three** examples of this type of tourism.

- 1
- 2
- 3

[3]

- (b) Explain **three** ways the problem of intangibility can be managed by providers of this type of tourism.

- 1
-
-
-
- 2
-
-
-
- 3
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-
-

[6]

- (c) Explain **three** ways that the type of tourism shown in Fig. 3.1 can encourage infrastructure development and improvement.

1

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2

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3

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[6]

- (d)** Discuss the social factors which have encouraged the growth of the type of tourism shown in Fig. 3.1.

This image shows a full page of white paper with horizontal dashed lines, typical of primary-ruled notebook paper. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

[9]

[Total: 25]

Question 4

Refer to Fig. 4.1 (Insert), information about tourism in the Maldives.

(a) Explain **two** reasons why tourism is important to the Maldives.

1

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2

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[4]

(b) Explain **three** ways the Maldives could differentiate their tourism product to appeal to different market segments.

1

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2

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3

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[6]

(c) Explain **three** ways the Maldives could conserve their natural environment.

- 1
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-
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- 2
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- 3
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-
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[6]

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