



CANDIDATE  
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9395/12

May/June 2022

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.

**[Turn over**

1 Refer to Fig. 1.1 (Insert), a graph showing visits to and from the UK.

(a) Compare the trends shown on the graph for visits to and from the UK.

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..... [4]

(b) Explain **three** likely reasons for domestic tourism.

1 .....

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3 .....

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[6]

(c) Explain the possible reasons why many tourists choose to visit neighbouring countries.

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..... [6]

**(d)** Discuss the economic factors that may cause a decline in tourist visits to and from a country.

[9]

[Total: 25]

- 2 (a) Define the following terms and give an example of each.

Business tourism .....

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Example .....

Specialised tour operator .....

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Example .....

[4]

- (b) Explain **three** ways a specialised tour operator may meet the needs of its external customers.

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[6]

- (c) Explain **two** ways travel agencies have developed to meet the changing needs of external customers.

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[6]

**(d)** Assess how a travel agency can meet the needs of its internal customers.

[9]

[Total: 25]

3 Refer to Fig. 3.1 (Insert), information about specialised tourism.

(a) Explain **two** likely reasons why space tourism is becoming more popular.

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[4]

(b) Explain **three** business objectives of a commercial organisation.

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[6]

(c) Tourism is often intangible.

Explain how intangibility may be overcome by tourism providers.

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..... [6]

**(d)** Assess the impact of technological change on tourism providers.

[9]

[Total: 25]

- 4 (a) Explain how a restaurant can provide for **each** of the following customer needs:

specific dietary requirements .....

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language requirements .....

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[4]

- (b) Explain **three** problems restaurants may face due to poor customer service.

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[6]

(c) Assess the most suitable method for restaurants to monitor the quality of customer service.

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- (d)** Discuss the importance of performance management and appraisal procedures for travel and tourism organisations.

[9]

[Total: 25]





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