



CANDIDATE
NAME

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9395/12

October/November 2021

2 hours 30 minutes

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.

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[Turn over

Question 1

Refer to Fig. 1.1 (Insert), tourism information for Denmark, a country in Western Europe.

- (a) (i) Define the term 'domestic tourism'.

.....
[1]

- (ii) Suggest **three** likely reasons why there has been a rise in domestic tourism between 2014 and 2019.

1

 2

 3

 [3]

- (b) Explain **three** ways the national tourism organisation for Denmark (NTO) may promote tourism.

1

 2

 3

 [6]

(c) Describe **two** ways a non-commercial organisation may generate income.

1

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2

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[6]

(d) Discuss the importance of social media to a tourist destination.

[9]

[Total: 25]

Question 2

(a) State **four** methods that a travel agency may use to motivate staff.

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

(b) Explain **three** likely impacts of poor customer service on a travel agency.

- 1
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 - 2
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 - 3
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- [6]

- (c) The products sold by a travel agency are perishable. Explain **two** ways the problem of perishability may be overcome.

1

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[6]

(d) Evaluate the most effective methods used by travel agencies to obtain customer feedback.

[9]

[Total: 25]

Question 3

Refer to Fig. 3.1 (Insert), tourist information about Martinique, an island in the Caribbean.

(a) Identify **four** different attractions for international tourists in Martinique.

- 1
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- 2
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- 3
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- 4
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[4]

(b) Suggest **three** likely reasons for the change in origin of international visitors to Martinique as mentioned in Fig. 3.1.

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- 2
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- 3
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[6]

(c) Explain **two** likely reasons why visitors to Martinique may use all-inclusive hotels.

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[6]

(d) Discuss the possible impacts on tourism if the cost / quality ratio of products is changed.

[9]

[Total: 25]

Question 4

- (a) (i) Define the term 'commercial organisation'.

.....
[1]

- (ii) Give **three** different examples of commercial organisations within the travel and tourism industry.

1

 2

 3

 [3]

- (b) Explain **three** likely changing consumer needs or expectations that may influence tourism provision in a LEDC.

1

 2

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 [6]

- (c) Explain **two** ways that the needs of external customers may be met by a commercial organisation in the travel and tourism industry.

1

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[6]

- (d)** Discuss the value to a travel and tourism organisation of performance management and appraisal procedures.

[9]

[Total: 25]

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