



CANDIDATE
NAME

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CENTRE
NUMBER

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CANDIDATE
NUMBER

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9395/12

October/November 2022

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. Any blank pages are indicated.

1 (a) Identify **four** possible requirements of a family staying in a hotel.

- 1
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- 2
-
- 3
-
- 4
-

[4]

(b) Explain **three** benefits to tourist organisations of questionnaires as a feedback technique.

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

[6]

(c) Explain **two** ways a hotel can improve the efficiency of its workforce.

1

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2

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[6]

(d) Assess the importance of virtual tours to a hotel.

[9]

[Total: 25]

2 Refer to Fig. 2.1 (Insert), photographs of a river cruise.

(a) Explain **two** ways river cruises appeal to the grey market.

1

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2

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[4]

(b) Explain **three** ways a river cruise company may maintain the health and safety of internal customers.

1

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2

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3

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[6]

(c) Explain **two** suitable market research techniques for a river cruise company.

1

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2

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[6]

- (d)** Discuss how the river cruise industry may benefit from demand for both budget and luxury products.

[9]

[Total: 25]

3 (a) (i) Define the term 'cultural tourism'.

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..... [1]

(ii) Give **three** examples of cultural tourism.

1
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2
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3
..... [3]

(b) Explain **three** social factors which have encouraged the growth of cultural tourism.

1
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..... [6]

(c) Explain **two** ways tourists can be responsible.

1

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2

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[6]

(d) Discuss how built attractions may appeal to cultural tourists.

[9]

[Total: 25]

4 Refer to Fig. 4.1 (Insert), information about cruise excursions.

(a) Explain how **each** of the following natural disasters may cause problems for cruise companies:

volcanic eruptions

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hurricanes

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[4]

(b) Explain **three** reasons why tourists on a cruise may feel confident about taking part in adventure tourism activities.

1

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2

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[6]

- (c) Explain **two** strategies tour operators could use to encourage customers to visit a destination where there has been a recent natural disaster.

1

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2

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[6]

(d) Discuss the advantages to the tour operator of using local guides for excursions.

[9]

[Total: 25]

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