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9395/12

May/June 2013

2 hours 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.

Do not use staples, paper clips, highlighters, glue or correction fluid.

You may use a pencil for any diagrams, graphs or rough working.

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.

Question 1

Refer to Fig. 1 (Insert), a news item about an airline merger.

(a) Identify **four** types of external customer served by the merged airline.

- 1
- 2
- 3
- 4 [4]

(b) Identify and explain **three** ways in which employees may benefit from the 'Working Together' culture.

- 1
.....
.....
.....
- 2
.....
.....
.....
- 3
.....
.....
..... [6]

- (c) Explain **three** ways in which the company is likely to receive employee feedback on the new operating procedures.

For
Examiner's
Use

1

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2

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3

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.....

..... [6]

- [illegible]

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Question 2For
Examiner's
Use

Refer to Fig. 2 (Insert), information about sustainable development.

(a) Identify the **four** elements of the model of sustainable destination management.

1

2

3

4 [4]

(b) Explain **three** ways in which it is possible for destinations to attract additional visitor spending.

1

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2

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3

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..... [6]

- (c) Explain **three** negative economic impacts that can result from the rapid increase of wealthy foreign tourists visiting Less Economically Developed Countries (LEDs).

For
Examiner's
Use

1

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.....

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2

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3

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..... [6]

- [9]

[Turn over

Question 3

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Examiner's
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Refer to Fig. 3 (Insert), a news item about the American city of New Orleans.

(a) Identify the following:

- the number of visitors to New Orleans in 2009
.....
- the average leisure visitor daily spend in 2010
.....
- the percentage increase in visitor spending between 2009 and 2010
.....
- the percentage of New Orleans visitors in 2010 that were business tourists
.....

[4]

(b) Describe what is meant by **each** of the following:

- convention
.....
.....
.....
- trade show
.....
.....
.....
- corporate meeting.....
.....
.....
.....

[6]

..... [6]

- [illegible]

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Question 4

Refer to Fig. 4 (Insert), a news item about tourism in the Indian state of Goa.

(a) Identify **four** threats to Goa's reputation as 'a relaxed, safe tropical beach paradise'.

- 1
- 2
- 3
- 4 [4]

(b) Explain **three** ways in which tourists might disturb places of worship.

- 1
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- 2
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- 3
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..... [6]

- (c) Explain **three** ways in which historic cultural attractions can generate funding for maintenance and renovation.

For
Examiner's
Use

1

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2

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3

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..... [6]

- [9]

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