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9395/12

October/November 2013

2 hours and 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 **14** printed pages, **2** blank pages and **1** Insert.

Question 1

Refer to Fig. 1 (Insert), the results of a restaurant's customer satisfaction survey.

(a) Identify the following:

- the number of guests who thought the restaurant was good value for money
.....
- the percentage of guests who thought speed of service was poor
.....
- the number of guests who thought the food was of excellent quality
.....
- the percentage of guests that rated their overall dining experience as being satisfactory or better
.....

[4]

- (b) Apart from customer surveys, describe **three** ways in which the restaurant is likely to receive feedback from guests.

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1

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2

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3

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..... [6]

- (c) Complete the table below by stating **three** different specific needs that restaurant guests may have and explain how the restaurant is likely to meet each of them.

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Specific need	How restaurant is likely to meet the need

[6]

- [illegible]

[Turn over
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Question 2*For
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Refer to Fig. 2 (Insert), photographs taken at a major international sporting venue.

- (a) With reference to Fig. 2, describe **two** ways in which the sporting venue has been made accessible to visitors.

1

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.....[4]

- (b) Discuss the reasons why sporting venues, such as the one shown in Fig. 2, are often used for business tourism.

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.....[6]

- (c) Some business tourists will use the extensive shopping facilities available in many destinations. Explain **three** ways in which large shopping malls have been made attractive to visitors.

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.....[6]

- [illegible]

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Question 3

Refer to Fig. 3 (Insert), information about Sari Pacifica's new hotel on Sibu Island in Malaysia.

- (a) Identify **four** aspects of the Sari Pacifica's Sibu Island Resort's location that will appeal to nature lovers.

- 1
- 2
- 3
- 4 [4]

- (b) Sari Pacifica is a Malaysian private sector organisation. Explain **three** likely ways in which the development of new resorts may help organisations, such as Sari Pacifica, meet commercial objectives.

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

- (c) Sibu Island Resort is a new tourism development within a marine park. Identify and explain **two** features of the resort which help reduce negative environmental impacts.

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.....[6]

- [9]

[Turn over

Question 4

Refer to Fig. 4 (Insert), information about cruise tourism in Oman.

- (a) Identify **four** excursions in Oman available to passengers onboard the 'Brilliance of the Seas'.

- 1
- 2
- 3
- 4 [4]

- (b) Many leisure tourists are concerned about their personal health and wellbeing. Identify and explain **three** ways in which Royal Caribbean International's 'Brilliance of the Seas' is likely to appeal to health conscious passengers.

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

- (c) Explain **three** ways in which the opening of Muscat's Port Sultan Qaboos is likely to generate positive economic impacts within the destination.

For
Examiner's
Use

1

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[9]

[Total: 25]

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