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**TRAVEL AND TOURISM**

**9395/11**

Paper 1 The Industry

**May/June 2018**

**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.

You may use an HB pencil for any diagrams or graphs.

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

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), data about inbound tourists to Thailand from the BRIC countries.

- (a) Explain **two** likely reasons why visitor numbers from Brazil to Thailand are lower than the visitor numbers from the other BRIC countries.

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2 .....

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[4]

- (b) Explain **three** changing consumer needs or expectations that might influence tourism provision in Thailand.

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[6]

(c) Explain **two** technological factors that might affect tourist numbers from the BRIC countries to Thailand.

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.....[6]



**Question 2**

Refer to Fig. 2 (Insert), photographs showing sports tourism activities.

**(a)** Identify the **four** activities shown in Fig. 2.

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

**(b)** Explain **three** social factors that may encourage people to take part in sports tourism.

- 1 .....  
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- 2 .....  
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- 3 .....  
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**Question 3**

(a) Compare the features of a scheduled and a chartered airline.

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(b) Explain **three** ways the needs of foreign visitors at an international airport can be met.

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**Question 4**

(a) Compare the features of a city destination with the features of a beach resort.

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(b) Explain **three** ways a destination may overcome the issue of seasonality.

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..... [6]









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