Cambridge International AS & A Level

Cambridge International Examinations
Cambridge International Advanced Subsidiary and Advanced Level

CANDIDATE NAME	

CENTRE NUMBER						CANDIDATE NUMBER					

0167299134

TRAVEL AND TOURISM **9395/12**

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.

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CAMBRIDGE International Examinations

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Question 1

Refer to Fig. 1 (Insert), a photograph of a theme park.

(a) Describe the likely appeal of theme parks to the following customer types:

families .....

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business customers .....

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[4]

(b) Explain why staff at a theme park need:

health and safety training .....

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knowledge of procedures and routines .....

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[6]

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(c) Analyse the impacts of good customer service on travel and tourism organisations.

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(d) Evaluate the techniques available to assess the quality of customer service in travel and tourism.

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.....[9]

[Total: 25]

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Question 2

(a) State **four** products or services, other than security, available for travellers at international airports.

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2 .....

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3 .....

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4 .....

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[4]

(b) Explain **two** ways airports manage the security of travellers.

1 .....

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2 .....

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(c) Explain the importance of air travel for a business tourist.

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(d) Evaluate the impacts of technological developments on air travel.

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[Total: 25]

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Question 3

Refer to Fig. 2 (Insert), tourism data for Kenya.

(a) Describe the trends in visitor arrivals to Kenya shown in Fig. 2. You should support your answer with data.

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(b) Explain **three** likely reasons why visitor numbers to Kenya changed between 2004 and 2012.

1 .....

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[6]

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(c) Explain **two** likely reasons why most visitors to Kenya are leisure tourists on a package holiday organised by inbound tour operators.

1 .....

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(d) Discuss the benefits of air and sea transport to international travellers.

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[Total: 25]

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Question 4

(a) Tourism products are often described as being perishable.

(i) Define the term 'perishable'.

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.....[2]

(ii) Give **two** examples of perishable travel and tourism products.

1 .....

2 .....
[2]

(b) Explain **two** ways the problem of perishability may be managed by travel and tourism organisations.

1 .....

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2 .....

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[6]

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(c) Compare sustainable and responsible tourism. Give examples to support your answer.

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(d) Assess how UNWTO contributes to the sustainable development of tourism.

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