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TRAVEL AND TOURISM

9395/13

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.

(c) Explain **two** benefits of LEDCs, such as Cuba, developing a tourism industry.

1

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2

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[6]

Question 2

Refer to Fig. 2 (Insert), information about National Tourism Organisations (NTOs).

(a) Explain why an NTO performs the following functions:

research

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overseas publicity

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[4]

(b) NTOs are non-commercial organisations.

(i) Define the term ‘non-commercial organisation’.

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[2]

(ii) Describe **two** ways non-commercial organisations generate income.

1

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2

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[4]

Question 3

(a) State **two** different types of internal customer. Give an example for each type within the context of a hotel.

internal customer 1

example

internal customer 2

example

[4]

(b) Explain **three** ways a hotel can meet the needs of its external customers.

1

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2

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[6]

Question 4

Refer to Fig. 3 (Insert), a photograph of a rural location.

- (a) Give **two** examples of adventure tourism activities which could take place in the location shown in Fig. 3. For each one give a reason why this location is suitable for the activity.

activity

reason

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activity

reason

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[4]

- (b) Describe **three** ways the cost/quality ratio of adventure tourism products can be adapted to appeal to a wider target market.

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[6]

(c) Explain **three** social factors that might encourage the development of adventure tourism.

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[6]

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