

CANDIDATE
NAME

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TRAVEL AND TOURISM

9395/13

Paper 1 The Industry

May/June 2019

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.

1 Refer to Fig. 1.1 (Insert), promotional material for a zoo.

(a) Identify **two** activities from Fig. 1.1 that would be suitable for educational groups. For **each** give **one** reason for its suitability.

Activity 1

Reason

.....

Activity 2

Reason

.....

[4]

(b) Explain **one** way the zoo meets the needs of each of the following types of tourist:

people with sensory disabilities

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visitors with special dietary requirements

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foreign visitors

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[6]

(c) Explain **three** likely customer service standards for employees at a zoo.

1

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2

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[6]

(d) Assess the benefits to employees of developing the skills necessary for their job.

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..... [9]

[Total: 25]

2 (a) Explain **one** reason why **each** of the following may reduce tourism:

terrorism
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contaminated beaches
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[4]

(b) Explain **three** methods a country can use to increase security for tourists.

1
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[6]

(c) Explain **three** ways beach tourism can be managed sustainably.

1

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[6]

3 Refer to Fig. 3.1 (Insert), tourism data about Japan.

(a) (i) Identify the **two** main source markets for Japan in May 2016.

1

2

[2]

(ii) Identify the **two** countries with the highest percentage change from May 2015 to May 2016.

1

2

[2]

(b) Explain **three** reasons why Japan is popular with the source markets identified in **3(a)(i)**.

1

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2

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[6]

(c) In many countries there are fewer families with children.

Explain how this impacts on tourism.

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..... [6]

4 (a) Suggest **four** ancillary services offered by a coach tour company.

- 1
- 2
- 3
- 4 [4]

(b) Explain **three** ways coach travel may be more important than rail travel for a domestic tourist.

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

(c) Explain **three** benefits to a coach tour company of working in partnership with other commercial organisations.

1

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2

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3

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[6]

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