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TRAVEL & TOURISM

9395/11

Paper 1 The Industry

May/June 2021

2 hours 30 minutes

You must answer on the question paper.

You will need: Insert (enclosed)

INSTRUCTIONS

- Answer **all** questions.
- Use a black or dark blue pen.
- Write your name, centre number and candidate number in the boxes at the top of the page.
- Write your answer to each question in the space provided.
- Do **not** use an erasable pen or correction fluid.
- Do **not** write on any bar codes.

INFORMATION

- The total mark for this paper is 100.
- The number of marks for each question or part question is shown in brackets [].
- The insert contains all the figures referred to in the questions.

This document has **16** pages. Any blank pages are indicated.

Question 1

(a) (i) Define the term 'perishability'.

.....
..... [1]

(ii) Give **one** example of a perishable travel and tourism product.

.....
..... [1]

(iii) State **two** ways perishability can be overcome by travel and tourism organisations.

1

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2

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[2]

(b) Explain **three** ways mobile technology can benefit tour operators.

1

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[6]

(c) Explain **two** advantages for elderly customers of using a tour operator.

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[6]

Question 2

(a) (i) Define the term 'sports tourism'.

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..... [1]

(ii) Give **three** examples of sports tourism.

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2
3 [3]

(b) Explain **three** social factors that may encourage the development of sports tourism.

1
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2
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..... [6]

Question 3

Refer to Fig. 3.1 (Insert), airline safety instructions.

(a) Describe **two** ways airlines provide safety information for their external customers.

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[4]

(b) Suggest **three** types of training needed by airline staff. Give **one** reason why each type of training is needed.

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[6]

(c) Explain **two** ways that the performance of airline staff can be monitored.

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[6]

Question 4

Refer to Fig. 4.1 (Insert), information about ecotourism in Costa Rica.

(a) (i) Define the term 'ecotourism'.

.....
..... [1]

(ii) Identify **three** features of Costa Rica which make it an ecotourism destination.

1
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2
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3
..... [3]

(b) Explain **three** threats posed by natural disasters to destinations such as Costa Rica.

1
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..... [6]

(c) Explain **two** ways ecotourism may be regarded as sustainable.

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[6]

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