

CANDIDATE
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TRAVEL AND TOURISM

9395/13

Paper 1 The Industry

October/November 2017

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), which provides information about Gare du Nord International Station, Paris.

(a) Explain how **two** of the services provided at this station meet the needs of business travellers.

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[4]

(b) Explain **three** advantages of rail transport for international tourists.

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[6]

(c) Eurostar is a commercial organisation.

Explain **two** business objectives of a commercial travel organisation.

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Question 2

Refer to Fig. 2 (Insert), information detailing the top 10 overseas tourism markets for Zimbabwe.

(a) (i) Identify the country which replaced Italy within the top 10 for 2014.

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(ii) Suggest reasons for this change.

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(b) National Tourism Organisations have a range of measures they can use for marketing.

Describe **three** likely roles of the National Tourist Organisation of Zimbabwe.

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Question 3

Refer to Fig. 3 (Insert), information about XYZ Flights, an online tour operator.

(a) Describe **two** ways the XYZ Flights website meets the needs of **external** customers.

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(b) Explain **three** likely needs of XYZ Flights' internal customers.

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- (c) XYZ Flights encourages customer feedback via a questionnaire.

Assess the value of questionnaires as a feedback method for XYZ Flights.

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Question 4

(a) Describe **two** natural attractions of rural destinations which might appeal to visitors.

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(b) (i) Define the term 'adventure tourism'.

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(ii) Describe **two** adventure tourism activities.

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(c) Recommend **two** types of accommodation suitable for adventure tourists. Give reasons for your choices.

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- (d) Comment upon the likely threat posed by climatic change, including global warming, to tourism in mountain areas.

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