Cambridge International AS & A Level

Cambridge International Examinations
Cambridge International Advanced Subsidiary and Advanced Level

CANDIDATE NAME	

CENTRE NUMBER						CANDIDATE NUMBER					

6180985260

TRAVEL AND TOURISM **9395/12**

Paper 1 The Industry **October/November 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 **14** printed pages, **2** blank pages and **1** Insert.

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CAMBRIDGE International Examinations

Question 1

Refer to Fig. 1 (Insert), information about China's outbound tourists.

(a) **(i)** Define the term 'outbound tourist'.

.....

.....[1]

(ii) State **three** reasons that may explain why increasing numbers of tourists from China now visit foreign countries.

1 .....

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2 .....

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3 .....

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[3]

(b) Describe **three** consular services available to tourists from China when visiting foreign countries.

1 .....

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2 .....

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3 .....

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[6]

(c) Assess the possible reasons for the popularity of European destinations with tourists from China.

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(d) Evaluate how developments in transport technology have affected tourism.

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.....[9]

[Total: 25]

Question 2

Refer to Fig. 2 (Insert), photographs taken in Granada, Spain, a cultural destination.

(a) Identify the **four** characteristics from Fig. 2 that would appeal to a cultural tourist.

1 .....

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2 .....

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3 .....

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4 .....

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[4]

(b) Describe **three** ways local tourism organisations can work with the local population.

1 .....

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[6]

(c) Discuss how responsible tourism might lead to the preservation of culture.

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(d) Discuss how traditions and customs might encourage the growth of cultural tourism.

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[Total: 25]

Question 3

Refer to Fig. 3 (Insert), photographs of a car ferry.

(a) Describe **two** customer service standards a car ferry company might set to ensure the quality of its customer service.

1 .....

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2 .....

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[4]

(b) Suggest **two** ways the car ferry company may cater for the specific needs of each of the following customer types:

people with mobility difficulties

1 .....

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2 .....

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people with sensory disabilities

1 .....

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2 .....

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people with special dietary requirements

1 .....

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2 .....

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[6]

(c) Explain how the car ferry company can provide its internal customers with increased job satisfaction.

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(d) Discuss what impact building a new ferry terminal would have on a destination's infrastructure.

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[Total: 25]

Question 4

Refer to Fig. 4 (Insert), a photograph showing an example of sustainable tourist accommodation.

(a) **(i)** Define the term 'sustainable tourism'.

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.....[2]

(ii) Identify **two** aspects of the accommodation shown in Fig. 4 that make it sustainable.

1 .....

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2 .....

.....
[2]

(b) Suggest **one** type of accommodation suitable for **each** of the following customer types. Give reasons for your choices.

adventure tourists .....

reason .....

.....

groups of young people .....

reason .....

.....

business tourists .....

reason .....

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[6]

(c) The accommodation shown in Fig. 4 is owned by a commercial organisation.

Discuss how commercial organisations generate income.

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(d) Analyse how product differentiation impacts the accommodation sector.

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.....[9]

[Total: 25]

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