

CANDIDATE
NAME

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TRAVEL AND TOURISM

9395/12

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 (a) Define each of the following terms and give an example of each:

independent tourism

.....

example

domestic tourism

.....

example

[4]

(b) Explain **three** ways a travel agency can meet the needs of families.

1

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2

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3

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[6]

(c) Explain **two** reasons why working as part of an effective team is important for employees of a travel agency.

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[6]

2 Refer to Fig. 2.1 (Insert), photographs of tropical islands.

(a) Identify **four** characteristics of the tropical islands shown in Fig. 2.1 that would appeal to tourists.

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4

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[4]

(b) Explain **three** ways natural disasters could cause problems for the tourist industry on the tropical islands shown in Fig. 2.1.

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[6]

(c) Explain **two** ways island destinations might meet the demands for budget and luxury products.

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[6]

3 Refer to Fig. 3.1 (Insert), photographs of street food vendors.

(a) Suggest **four** possible risks for the street vendors shown in Fig. 3.1.

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- 2
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- 3
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- 4
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[4]

(b) Explain **three** likely impacts of good customer service for a food outlet.

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- 2
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- 3
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[6]

(c) Explain **three** ways food outlets get customer feedback.

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[6]

4 Refer to Fig. 4.1 (Insert), information about tourism in Antarctica.

(a) (i) Describe the trend in total visitor numbers to Antarctica.

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..... [2]

(ii) Suggest why there is a difference between the number of visitors who land in Antarctica and those who do not.

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..... [2]

(b) Explain **three** environmental reasons why large ships no longer visit Antarctica.

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[6]

(c) Explain **two** reasons why ecotourists may wish to visit Antarctica.

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[6]

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