Cambridge International AS & A Level

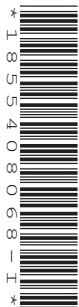**TRAVEL & TOURISM** **9395/13**

Paper 1 The Industry **May/June 2020**

INSERT **2 hours 30 minutes**

INFORMATION
- This insert contains all the figures referred to in the questions.
- You may annotate this insert and use the blank spaces for planning. **Do not write your answers** on the insert.

This document has **4** pages. Blank pages are indicated.

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Fig. 1.1 for Question 1

Go 2 C Cruises

Join our recently acquired family friendly ship

PERFECT FOR FAMILIES

What you can expect:

- free children's clubs for 2–12 year olds
- evening crèche for the under 4s – to give parents the evening to themselves
- family friendly swimming pools
- shore excursions designed for families
- dedicated family restaurants with early eating times.

BUT we are also GREAT FOR ADULTS!

We provide:

- a tranquil spa
- sports facilities
- evening entertainment
- three speciality dining rooms
- talks on a wide range of topics
- guided shore excursions.

BOOK WITH US FOR THE PERFECT HOLIDAY

Fig. 1.1

Fig. 2.1 for Question 2

Tourism data for Sri Lanka

Tourism numbers increased from 1.7 million visitors in 2015 to over 2 million in 2016.

Tourism is the third largest earner in Sri Lanka with 14% of all foreign currency coming from tourists.

Visitor arrivals by source region (%)

	2013	2014	2015	2016	2017
Africa	5.0	4.9	4.5	4.7	4.8
America	15.5	15.9	16.1	16.3	16.3
Asia & the Pacific	21.5	21.6	21.9	23.0	23.5
Europe	52.1	51.7	51.4	50.2	49.8
Middle East	4.4	4.4	4.6	4.3	4.0
South Asia	1.5	1.5	1.5	1.5	1.6

The most popular months for arrivals are December to March, July and August.

The least popular months for arrivals are April to June.

Purpose of visit (% of visitor numbers)

Leisure	83.4
Business	1.8
VFR	11.5
Sports	0.4
Health	0.6
Conventions	0.8
Official government	0.3
Other	1.2

Fig. 2.1

Fig. 3.1 for Question 3

All-inclusive holidays have it all. Think of a holiday where you don't have to pay for anything from check-in right up until departure. All-inclusive holidays are great for families as there's plenty going on day and night to keep the kids entertained.

All-inclusive holidays offer very good value for money and an easy way to manage the overall cost of your holiday. All-inclusive, at its most basic, means buffet meals and selected drinks are included in the holiday price.

All-inclusive deals can have all sorts of titles but, in essence, they range from All-inclusive Light (this might be limited to breakfast, lunch and dinner taken at one buffet restaurant with selected drinks included at meal times only) to All-inclusive Ultra. Ultra might include as much as 24-hour snacks, 3 buffet meals a day with options to book on-site or dine-around à la carte evening meals, local and premium brand drinks, packed lunches, sports activities, entertainment and services like WiFi, premium TV channels, safety deposit boxes, pool towels and kids clubs which otherwise might have local charges.

Some services are almost never included such as spa and massage treatments or laundering your clothes.

Fig. 3.1