

CANDIDATE
NAME

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CENTRE
NUMBER

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CANDIDATE
NUMBER

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TRAVEL AND TOURISM

9395/12

Paper 1 The Industry

May/June 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 **13** printed pages, **3** blank pages and **1** Insert.

Question 1

Refer to Fig. 1 (Insert), a photograph of a theme park.

(a) Describe the likely appeal of theme parks to the following customer types:

families

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business customers

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[4]

(b) Explain why staff at a theme park need:

health and safety training

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knowledge of procedures and routines

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[6]

(c) Explain **two** likely reasons why most visitors to Kenya are leisure tourists on a package holiday organised by inbound tour operators.

1

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2

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[6]

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