CANDIDATE NAME	

CENTRE NUMBER						CANDIDATE NUMBER				

TRAVEL AND TOURISM 9395/13

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.

[Turn over

Question 1

Refer to Fig. 1 (Insert), information about inbound tourist arrivals to Cuba, a Caribbean island.

(a) (i) Define the term 'inbound tourism'.

....

....[1]

(ii) Identify which country provides Cuba with the greatest number of inbound tourists.

....[1]

(iii) Give **two** reasons why most inbound tourists to Cuba are from MEDCs.

1 ....

....

2 ....

....
[2]

(b) Cuba is a popular port of call on many cruise itineraries.

Explain **two** reasons Cuba might appeal as a destination for cruise operators.

1 ....

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2 ....

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[6]

(c) Explain **two** benefits of LEDCs, such as Cuba, developing a tourism industry.

1 ....

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2 ....

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[6]

(d) Cuba requires most international tourists to obtain a visa before entering the country.

Discuss the impact of visa regulations on visitor numbers to a destination.

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....[9]

[Total: 25]

Question 2

Refer to Fig. 2 (Insert), information about National Tourism Organisations (NTOs).

(a) Explain why an NTO performs the following functions:

research ....

....

....

....

overseas publicity ....

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....

....

[4]

(b) NTOs are non-commercial organisations.

(i) Define the term 'non-commercial organisation'.

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.... [2]

(ii) Describe **two** ways non-commercial organisations generate income.

1 ....

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2 ....

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[4]

(c) Explain **three** ways that NTOs contribute to the quality of the customer experience within a destination.

1 ....

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[6]

(d) Discuss how an NTO might use social media.

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....[9]

[Total: 25]

 [Turn over

Question 3

(a) State **two** different types of internal customer. Give an example for each type within the context of a hotel.

internal customer 1 ....

example ....

internal customer 2 ....

example ....

[4]

(b) Explain **three** ways a hotel can meet the needs of its external customers.

1 ....

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3 ....

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[6]

(c) Discuss the importance of customer loyalty to a hotel.

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(d) Discuss how a hotel can evaluate its customer service.

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....[9]

[Total: 25]

Question 4

Refer to Fig. 3 (Insert), a photograph of a rural location.

(a) Give **two** examples of adventure tourism activities which could take place in the location shown in Fig. 3. For each one give a reason why this location is suitable for the activity.

activity ....

reason ....

....

activity ....

reason ....

....
[4]

(b) Describe **three** ways the cost/quality ratio of adventure tourism products can be adapted to appeal to a wider target market.

1 ....

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2 ....

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3 ....

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[6]

(c) Explain **three** social factors that might encourage the development of adventure tourism.

1 ....

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2 ....

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3 ....

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[6]

(d) Assess how adventure tourism could be developed sustainably.

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....[9]

[Total: 25]

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