

CANDIDATE
NAME

--

CENTRE
NUMBER

--	--	--	--	--

CANDIDATE
NUMBER

--	--	--	--



TRAVEL AND TOURISM

9395/11

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 **13** printed pages, **3** blank pages and **1** Insert.

Question 1

(a) Explain **two** ways the needs of groups of travellers aged 18–30 may differ from the grey market (retired).

1

.....

.....

.....

2

.....

.....

.....

[4]

(b) Describe **three** services that holiday representatives may provide for customers.

1

.....

.....

.....

2

.....

.....

.....

3

.....

.....

.....

[6]

(c) Religious tourism is an example of specialised tourism.

Describe the following types of religious tourism and give an example of each.

pilgrimage

.....

example

visiting religious sites

.....

example

attending a religious festival

.....

example

[6]

(c) Many holidays are provided by specialist tour operators.

Explain **two** benefits to specialist tour operators of providing ancillary services.

1

.....

.....

.....

.....

.....

.....

2

.....

.....

.....

.....

.....

.....

[6]

Question 4

Refer to Fig. 3 (Insert), tourist information about visitors to Poland.

(a) Suggest why Germany is the most important source market for Poland.

.....
.....
.....
.....
.....
.....
.....
..... [4]

(b) Describe **three** different types of food and beverage outlets available to tourists in most destinations. For **each** suggest the most likely target market.

outlet type
target market
outlet type
target market
outlet type
target market [6]

BLANK PAGE

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in the Cambridge International Examinations Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cie.org.uk after the live examination series.

Cambridge International Examinations is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.