

CANDIDATE
NAME

CENTRE
NUMBER

--	--	--	--	--

CANDIDATE
NUMBER

--	--	--	--



TRAVEL AND TOURISM

9395/12

Paper 1 The Industry

October/November 2017

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), information about the Burj Khalifa, a tourist attraction in Dubai.

- (a) Families and special interest groups visit the Burj Khalifa.

For **each** customer type, suggest **one** reason why they may visit this destination.

Customer type	Reason for Visit
Families	
Special Interest Groups	

[4]

- (b) (i) State **two** methods the Burj Khalifa could use to assess the quality of its customer service.

1

2 [2]

- (ii) For **one** of the methods from (b)(i) outline **two** advantages and **two** disadvantages.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

[4]

- (c) Explain **two** impacts of poor customer service for an organisation such as the Burj Khalifa.

1

.....

.....

.....

2

.....

.....

.....

.....

[6]

- (d) Analyse how staff may be given appropriate training for their different job roles in a travel and tourism organisation. Use examples to support your answer.

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....

[9]

[Total: 25]

Question 2

Refer to Figs. 2a and 2b (Insert), information about New Zealand.

- (a) Suggest why most of the visitors to New Zealand are from Australasia.

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....

[4]

- (b) Define the following terms. For **each** term give an example.

Leisure

.....
.....
.....
.....
.....

Business

.....
.....
.....
.....
.....

VFR

.....
.....
.....
.....
.....

[6]

- (c) On 22nd February 2011 there was an earthquake measuring 6.3 on the Richter Scale in New Zealand.

Assess the likely impacts of this event upon the tourism industry in New Zealand.

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....

[6]

- (d) Refer to Fig. 2b (Insert), the 65+ age group shows a large increase in visitor numbers to New Zealand.

Evaluate why social and technological impacts might account for the increase in the 65+ travel market to New Zealand.

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....

[9]

[Total: 25]

Question 3

Refer to Fig. 3 (Insert), information about the work of the World Tourism Organization (UNWTO) and its approach towards sustainable tourism.

- (a) Define the following terms:

Sustainable tourism

.....
.....
.....
.....

Responsible tourism

.....
.....
.....
.....

[4]

- (b) Describe **three** roles of the UNWTO.

1

.....
.....
.....

2

.....
.....
.....

3

.....
.....
.....

[6]

- (c) Analyse the products and services that will appeal to a responsible tourist.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

[6]

- (d) To what extent is it possible to protect the natural environment against the impacts of tourism?

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....

[9]

[Total: 25]

Question 4

- (a)** State **four** characteristics of a destination that would appeal to a cultural tourist.

1
 2
 3
 4 [4]

- (b)** Define **each** of the following types of specialised market. For **each** type give **one** example.

Type of Tourism	Definition	Example
Adventure tourism		
Health and spa tourism		
Religious tourism		

[6]

- (c) Explain **two** reasons why product differentiation is important within the travel and tourism industry.

1

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

[6]

- (d) To what extent is seasonality a problem for the travel and tourism industry?

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....

[9]

[Total: 25]

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.