

CANDIDATE
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TRAVEL AND TOURISM

9395/11

Paper 1 The Industry

October/November 2019

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.

1 Refer to Fig. 1.1 (Insert), tourism data about Singapore.

(a) (i) China is the fastest growing tourism generating area shown in Fig. 1.1.

Define the term 'tourism generating area'.

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..... [2]

(ii) Suggest **two** characteristics of Singapore that may appeal to tourists from China.

1
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2
..... [2]

(b) Explain **three** likely reasons an MEDC, such as Singapore, may be regarded as a 'safe' tourist receiving area.

1
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2
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3
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..... [6]

(c) Explain **three** benefits of a National Tourism Organisation (NTO) working in partnership with regional or local tourism organisations.

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[6]

3 Refer to Fig. 3.1 (Insert), photographs of the Montreux Jazz Festival.

(a) (i) Suggest **two** specialised markets for the event shown in Fig. 3.1.

1

2

[2]

(ii) Identify **two** characteristics of the event shown in Fig. 3.1 that would appeal to tourists.

1

2

[2]

(b) Explain **three** infrastructure developments of a destination needed to host events such as the Montreux Jazz Festival.

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[6]

(c) Explain **two** benefits of using social media to promote an event such as the Montreux Jazz Festival.

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[6]

4 Refer to Fig. 4.1 (Insert), photographs of a trade fair.

(a) (i) Suggest **two** internal customers of a tour operator exhibiting at the trade fair shown in Fig. 4.1.

1

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2

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[2]

(ii) Suggest **two** characteristics of major exhibition centres that make them suitable as a venue for tourism trade fairs.

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[2]

(b) Explain **three** benefits to tour operators of exhibiting at a trade fair.

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[6]

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