
TRAVEL AND TOURISM

9395/13

Paper 1 The Industry

May/June 2018

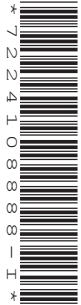
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Fig. 1 for Question 1

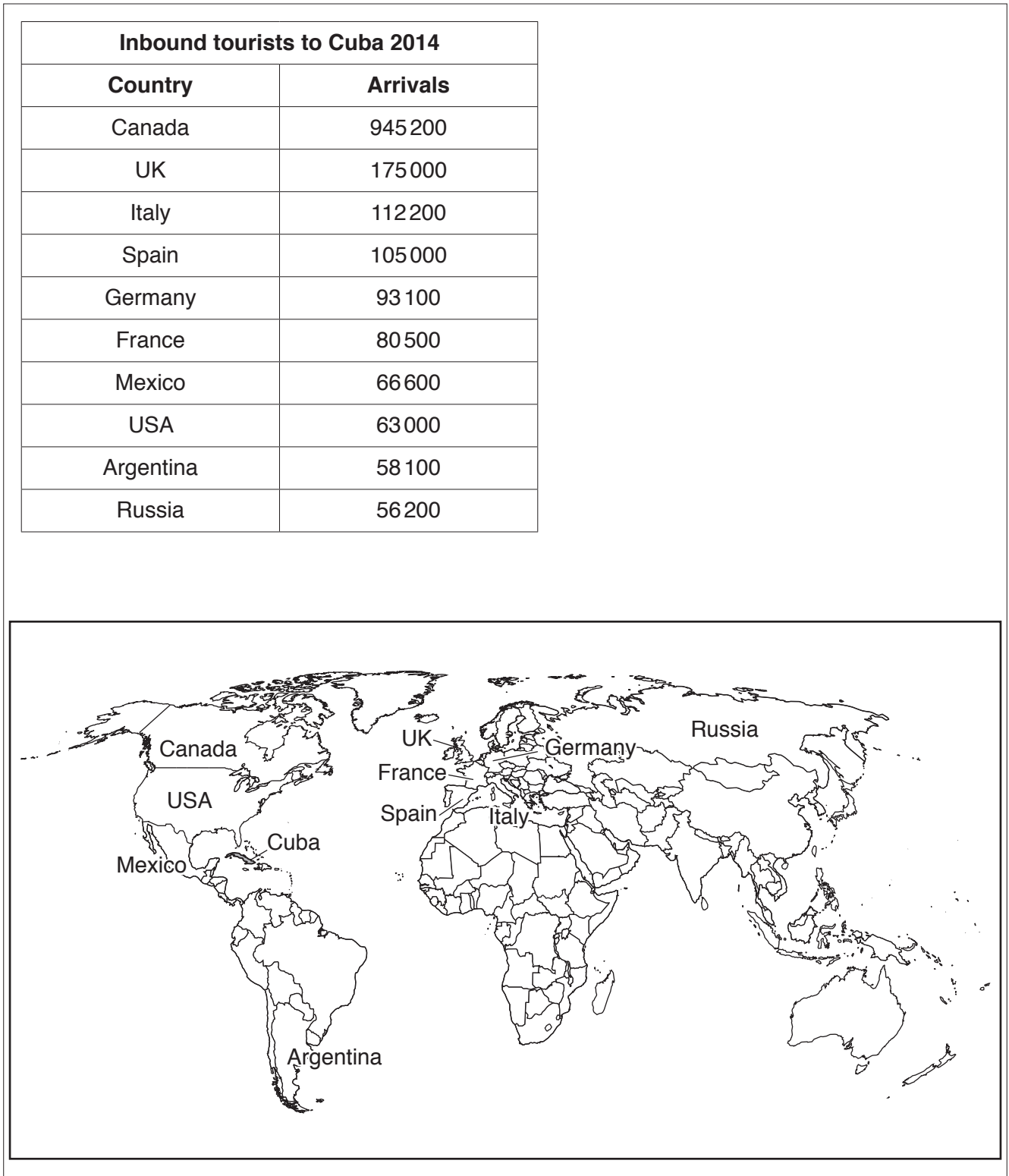


Fig. 1

Fig. 2 for Question 2

National Tourism Organisations (NTOs) are responsible for formation and implementation of the tourism policy. They are under government control.

The most important function of an NTO is to ensure that it gains the most visitors to its country for economic and social benefits. Its other functions include:

- Research
- Information and promotion within the country
- Classification, grading and licensing of accommodation and restaurants
- Control of the activities of private travel agencies
- Overseas publicity
- To give advice about infrastructure development
- International relations
- Overall policy and promotion

All NTOs are non-commercial organisations and rely on government for funding.

Fig. 2

Fig. 3 for Question 4

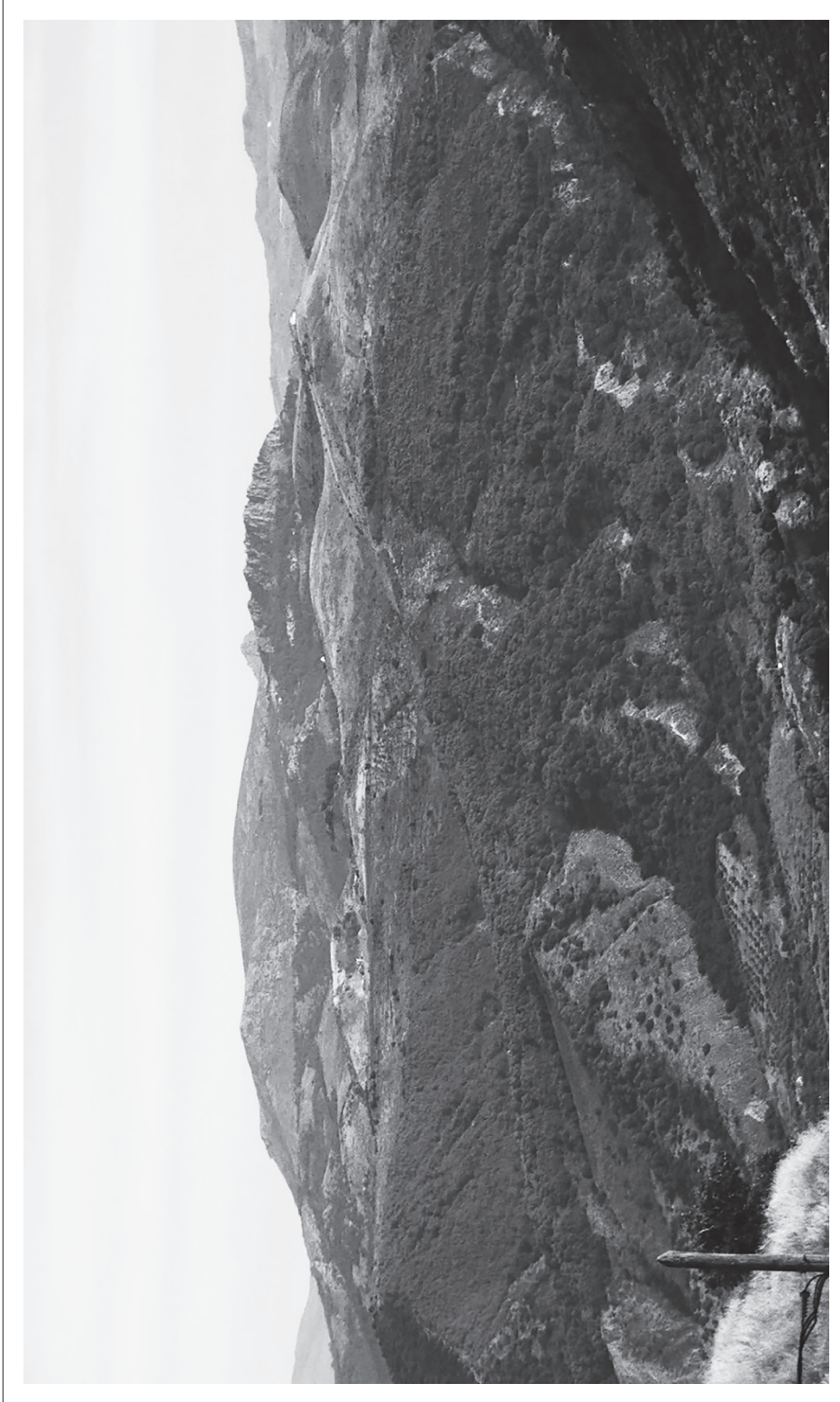


Fig. 3

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