

CANDIDATE
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TRAVEL AND TOURISM

9395/01

Paper 1 The industry

For Examination from 2017

SPECIMEN PAPER

2 hours 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 in the spaces at the top of this page.

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.

At the end of the examination, fasten all your work securely together.

The number of marks is given in brackets [] at the end of each question or part question.

This document consists of **15** printed pages, **1** blank page and **1** Insert.



Question 1

A resort has many different members of staff with differing roles and responsibilities to make sure a guest's stay is as comfortable and enjoyable as possible.

(a) Describe **two** likely ways in which staff at a resort might meet the needs of guests during their stay.

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2

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..... [4]

(b) State **three** examples of problems that staff working in a resort might have to deal with. In **each** case suggest a suitable response from the member of staff.

Chosen customer service environment

Problem 1

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Response

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Problem 2

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Response

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Problem 3

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Response

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(c) Assess the types of market research methods the resort might use in order to obtain information about customer service standards.

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Question 2

Refer to Fig. 1 (Insert), information about New Zealand's international visitors.

(a) One of the key markets for New Zealand in 2012–2013 was the 15–29 year old youth market.

Using data from Fig. 1 (Insert), describe the trends in this market for 2012–2013.

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(b) International visitors use a variety of sources of information to research destinations before they travel, including online travel brochures and comments via social media.

Explain **three** likely advantages to visitors of using online sources of information prior to their arrival in a country.

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(c) Discuss the advantages to international leisure travellers of making their holiday arrangements in person at a local travel agency.

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Question 3

Refer to Fig. 2 (Insert), information about the Mount Rushmore National Memorial in South Dakota, USA.

(a) State **four** facilities you would expect a visitor attraction such as the Mount Rushmore National Memorial to provide for visitors.

- 1
- 2
- 3
- 4 [4]

(b) Mount Rushmore is frequently visited by tourists with a special interest in American history. There are several other types of special interest tourism.

Define and give a named example of **each** of the following types of special interest tourism:

- Dark tourism

Definition

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Example

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- Slum tourism

Definition

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Example

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- Film tourism

Definition

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Example

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(c) Explain **three** ways in which a travel and tourism organisation might attempt to overcome the problem of seasonality.

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Question 4

Many international airports have expanded their numbers of flights in recent years and passenger volumes are increasing as a result.

(a) Describe **two** ways in which an international airport is likely to use technology to improve a departing passenger's travel experience.

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(b) State **three** ancillary services that might be provided within an international airport and explain why **each** might be used by an inbound tourist.

Ancillary service 1

Explanation

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Ancillary service 2

Explanation

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Ancillary service 3

Explanation

..... [6]

(c) Many international airports are now served by budget airlines.

Identify **three** characteristics of these budget airlines and explain how each characteristic makes the budget airline popular with customers.

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[6]

Copyright Acknowledgements:

Question 2 Figure 1 © <http://www.tourismnewzealand.com/media/1111207/insights-webinar-november-2013.pdf>.

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