Cambridge International AS & A Level

Cambridge International Examinations
Cambridge International Advanced Subsidiary and Advanced Level

CANDIDATE NAME	

CENTRE NUMBER						CANDIDATE NUMBER					

1237021067

TRAVEL AND TOURISM **9395/11**

Paper 1 The Industry **May/June 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.

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CAMBRIDGE International Examinations

Question 1

Cruise ships have lots of staff with different roles and responsibilities.

(a) Describe **two** ways the staff can meet the needs of guests during a cruise**.**

1 .....

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2 .....

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[4]

(b) Staff working on a cruise ship have to deal with customers' problems and complaints.

Explain how **each** of the problems given below could be resolved.

Problem	**How to resolve**
Booking an outside cabin and being placed inside.	
Complaints about the quality of the entertainment.	
Main dishes in the restaurant run out too quickly.	

[6]

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(c) Explain **two** ways a cruise company can assess the quality of their customer service.

1 .....

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2 .....

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[6]

(d) Discuss how a safe working environment can be created for cruise ship staff.

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.....[9]

[Total: 25]

Question 2

Refer to Fig. 1 (Insert), information about the number of tourist arrivals to Cambodia.

(a) Identify the smallest source market for Cambodia and suggest reasons for this.

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.....[4]

(b) Visitors require information and often use online sources to access it.

Describe how **three** different online sources of information meet the needs of visitors to Cambodia.

1 .....

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[6]

(c) Explain why some visitors may prefer to use a travel agent to book a holiday rather than booking independently.

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(d) Assess the impact of political factors on the travel and tourism industry. Use examples to support your answer.

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[Total: 25]

Question 3

Refer to Fig. 2 (Insert), a map of a purpose built resort in Singapore.

(a) **(i)** Define the term 'purpose built resort'.

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.....[2]

(ii) State **two** different purpose built resorts.

1 .....

2 .....
[2]

(b) Explain the advantages of a purpose built resort to a family with two children, aged 5 and 12.

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(c) Explain the disadvantages of purpose built resorts.

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(d) Seasonality may cause problems for purpose built resorts.

Explain how the issue of seasonality may be overcome.

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[Total: 25]

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Question 4

Refer to Fig. 3 (Insert), information about abc Tours, a tour operator.

(a) **(i)** Identify **two** ancillary products or services offered by abc Tours.

1 .....

2 .....
[2]

(ii) Identify **two** different holiday types offered by abc Tours.

1 .....

2 .....
[2]

(b) Explain **three** reasons why tour operators offer ancillary products and services.

1 .....

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2 .....

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3 .....

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[6]

(c) abc Tours offer a variety of specialised holidays.

Explain how specialised tourism differs from mass tourism.

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(d) Assess the impact of technological change on tour operators.

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[Total: 25]

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