

CANDIDATE
NAME

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TRAVEL AND TOURISM

9395/12

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.

Question 1

(a) Airlines deal with a variety of customers.

Describe **two** ways airline staff may meet the needs of disabled travellers.

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[4]

(b) Describe **three** techniques that an airline can use to assess the delivery of customer service to its **external** customers.

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[6]

Question 2

Refer to Fig. 1 (Insert), information about tourist arrivals in India in 2013 and 2014.

(a) Identify **four** changes in the source markets for visitors to India between 2013 and 2014.

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[4]

(b) Explain **three** reasons why most tourism income in India is generated by domestic tourists.

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[6]

(c) India is trying to increase the number of international tourists.

Explain **three** ways that National Tourist Organisations (NTO's) might attract more international tourists.

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[6]

Question 3

Refer to Fig. 2 (Insert), information about Safari Tours, an ecotourism resort in Kenya.

(a) Describe **four** characteristics of this ecotourism resort.

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(b) Explain **three** reasons why Safari Tours might protect the environment.

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[6]

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