Cambridge International AS & A Level

Cambridge International Examinations
Cambridge International Advanced Subsidiary and Advanced Level

CANDIDATE NAME	

CENTRE NUMBER						CANDIDATE NUMBER					

4767670898

TRAVEL AND TOURISM **9395/13**

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.
Do not use staples, paper clips, glue or correction fluid.
You may use an HB pencil for any diagrams or graphs.
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

Large travel and tourism organisations such as 'hotel groups' employ large numbers of staff.

(a) Describe **two** ways employers could keep their staff motivated.

1 .....

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2 .....

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.....[4]

(b) State **three** examples of problems that a hotel receptionist may have to deal with. For **each** explain how the receptionist may resolve the problem.

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2 .....

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3 .....

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(c) Assess which customer feedback techniques might provide travel and tourism organisations with the most useful information.

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(d) Evaluate the ways a hotel group can meet the needs of different types of external customers. Use examples to support your answer.

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[Total: 25]

Question 2

Refer to Fig. 1 (Insert) information about visitor numbers to Vietnam in 2014.

(a) Suggest **four** reasons why China is the largest source market for Vietnam.

1 .....

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2 .....

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3 .....

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4 .....

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(b) Explain **three** ways tourists could experience the culture of Vietnam.

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(c) Explain how **three** political factors have impacted tourism.

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(d) Discuss how changes in attitudes and tastes have influenced tourism. Use examples to support your answer.

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[Total: 25]

Question 3

Refer to Fig. 2 (Insert) information about a travel agency. Travel agencies have had to adapt to the changes in the travel and tourism industry.

(a) Identify **four** ancillary services that a tourist can obtain from a travel agency.

1 .....

2 .....

3 .....

4 .....[4]

(b) Explain **three** ways travel agencies use new technology.

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(c) Tourists frequently use customer review sites.

Assess the value of such sites to tourists.

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(d) The products sold by travel agencies are intangible.

To what extent can the challenge of intangibility be overcome?

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[Total: 25]

Question 4

Refer to Fig. 3 (Insert) information about the Valley of the Kings in Egypt. Cultural tourism forms an important part of the travel and tourism industry in Egypt.

(a) **(i)** Define what is meant by the term 'cultural tourist'.

.....

.....[1]

(ii) Identify **three** services for tourists found at the Valley of the Kings.

1 .....

2 .....

3 .....[3]

(b) Explain **three** methods the Valley of the Kings has used to protect its cultural heritage from the impact of tourism.

1 .....

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2 .....

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(c) Many countries, including Egypt, have experienced terrorist attacks and civil unrest.

Explain the role of consular service providers.

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(d) Discuss the likely characteristics of a cultural destination which would appeal to visitors **other** than cultural tourists.

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[Total: 25]

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