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TRAVEL AND TOURISM

9395/12

Paper 1 The Industry

October/November 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

Refer to Fig. 1 (Insert), information about the Burj Khalifa, a tourist attraction in Dubai.

(a) Families and special interest groups visit the Burj Khalifa.

For **each** customer type, suggest **one** reason why they may visit this destination.

| Customer type | Reason for Visit |
|-------------------------|------------------|
| Families | |
| Special Interest Groups | |

[4]

(b) (i) State **two** methods the Burj Khalifa could use to assess the quality of its customer service.

1

2 [2]

(ii) For **one** of the methods from **(b)(i)** outline **two** advantages and **two** disadvantages.

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 [4]

Question 2

Refer to Figs. 2a and 2b (Insert), information about New Zealand.

(a) Suggest why most of the visitors to New Zealand are from Australasia.

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.....[4]

(b) Define the following terms. For **each** term give an example.

Leisure

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Business

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VFR

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.....[6]

Question 3

Refer to Fig. 3 (Insert), information about the work of the World Tourism Organization (UNWTO) and its approach towards sustainable tourism.

(a) Define the following terms:

Sustainable tourism

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Responsible tourism

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.....[4]

(b) Describe **three** roles of the UNWTO.

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.....[6]

Question 4

(a) State **four** characteristics of a destination that would appeal to a cultural tourist.

- 1
- 2
- 3
- 4 [4]

(b) Define **each** of the following types of specialised market. For **each** type give **one** example.

| Type of Tourism | Definition | Example |
|------------------------|------------|---------|
| Adventure tourism | | |
| Health and spa tourism | | |
| Religious tourism | | |

[6]

(c) Explain **two** reasons why product differentiation is important within the travel and tourism industry.

1

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2

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.....[6]

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