

Cambridge International Examinations

Cambridge International Advanced Subsidiary and Advanced Level

CANDIDATE NAME				
CENTRE NUMBER		CANDIDATE NUMBER		

757058522

TRAVEL AND TOURISM

9395/11

Paper 1 The Industry

May/June 2018

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.



Refer to Fig. 1 (Insert), data about inbound tourists to Thailand from the BRIC countries.

(a)	Explain two likely reasons why visitor numbers from Brazil to Thailand are lower than the visitor numbers from the other BRIC countries.
	1
	2
	[4]
(b)	Explain three changing consumer needs or expectations that might influence tourism provision in Thailand.
	1
	2
	3
	[6]

(c)	Explain two technological factors that might affect tourist numbers from the BRIC countries to Thailand.
	iai

(d)	Discuss the political factors which may affect visitor numbers to a country.
	[9]
	[Total: 25]

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Refer to Fig. 2 (Insert), photographs showing sports tourism activities.

(a)	Identify the four activities shown in Fig. 2.	
	1	
	2	
	3	
	4	
		[4]
(b)	Explain three social factors that may encourage people to take part in sports tourism.	
	1	
	2	
	3	
		[6]

(c)	Explain how ecological factors mathose shown in Fig. 2.	ay affect the	decision to	offer sporting	activities such as
					16.

(d)	Discuss the benefits of commercial and non-commercial organisations working together to organise major sporting events.
	[9]
	[Total: 25]

(a)	Compare the features of a scheduled and a chartered airline.	
(b)	Explain three ways the needs of foreign visitors at an international airport can be met.	
	1	
	2	
	3	
		[6

(c)	Explain how a mystery shopper could be used to assess the delivery of customer service at an international airport.
	[6]

(d)	Evaluate the likely impacts of poor customer service for a travel and tourism organisation.
	[9]

[Total: 25]

(a)	Compare the features of a city destination with the features of a beach resort.	
(b)	Explain three ways a destination may overcome the issue of seasonality.	
	1	
	2	
	3	
		[6]

(c)	Tourist Information Centres (TICs) can be found in most destinations.
	Assess the benefits to tourists of having a TIC in a destination.
	ro.

(d)	Discuss why destinations offer a range of different types of accommodation.
	[9]

[Total: 25]

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