

Cambridge International Examinations

Cambridge International Advanced Subsidiary and Advanced Level

Paper 1 The Inc	dustry	0 h a s	May/June 2018 urs and 30 minutes
TRAVEL AND TOURISM		9395/12	
CENTRE NUMBER		CANDIDATE NUMBER	
CANDIDATE NAME			

READ THESE INSTRUCTIONS FIRST

No Additional Materials are required.

Candidates answer on the Question Paper.

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), a photograph of a theme park.

(a)	Describe the likely appeal of theme parks to the following customer types:
	families
	business customers
	[4]
(b)	Explain why staff at a theme park need:
	health and safety training
	knowledge of procedures and routines
	[6]

)	Analyse the impacts of good customer service on travel and tourism organisations.
	[6]

` ,	Evaluate the techniques available to assess the quality of customer service in travel a tourism.	ario
		.[9]

[Total: 25]

(a)	State four products or services, other than security, available for travellers at international airports.	onal
	1	
	2	
	3	
	4	
		[4]
(b)	Explain two ways airports manage the security of travellers.	
	1	
	2	
		[6]
		[~]

(c)	Explain the importance of air travel for a business tourist.
	[6]

(d)	Evaluate the impacts of technological developments on air travel.
	[9]
	Tatal OF

Refer to Fig. 2 (Insert), tourism data for Kenya.

(a)	Describe the trends in visitor arrivals to Kenya shown in Fig. 2. You should support you answer with data.
	[4
(b)	Explain three likely reasons why visitor numbers to Kenya changed between 2004 and 2012
	1
	2
	3

(c)	Explain two likely reasons why most visitors to Kenya are leisure tourists on a package holiday organised by inbound tour operators.
	1
	2
	[6]

(d)	Discuss the benefits of air and sea transport to international travellers.
	[9]

[Total: 25]

(a)	lourism products are often described as being perishable.
	(i) Define the term 'perishable'.
	[2]
	(ii) Give two examples of perishable travel and tourism products.
	1
	2
	[2]
(b)	Explain two ways the problem of perishability may be managed by travel and tourism organisations.
	1
	2
	[6]
	[O]

(c)	Compare sustainable and responsible tourism. Give examples to support your answer.
	10

(d)	Assess how UNWTO contributes to the sustainable development of tourism.
	[9]

[Total: 25]

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