

Cambridge International Examinations

Cambridge International Advanced Subsidiary and Advanced Level

CANDIDATE NAME			
CENTRE NUMBER		CANDIDATE NUMBER	
TRAVEL AND TOURISM 93		9395/13	

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.



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Refer to	Fig.	1 (Insert), information about inbound tourist arrivals to Cuba, a Caribbean island.
(a)	(i)	Define the term 'inbound tourism'.
		[1]
	(ii)	Identify which country provides Cuba with the greatest number of inbound tourists.
		[1]
	(iii)	Give two reasons why most inbound tourists to Cuba are from MEDCs.
		1
		2
(b)	Cuk	[2] pa is a popular port of call on many cruise itineraries.
(D)		
	-	lain two reasons Cuba might appeal as a destination for cruise operators.
	l	
	2	

[6]

(c)	Explain two benefits of LEDCs, such as Cuba, developing a tourism industry.
	1
	2
	[6]

(d)	Cuba requires most international tourists to obtain a visa before entering the country.
	Discuss the impact of visa regulations on visitor numbers to a destination.
	[9]

[Total: 25]

Refer to Fig. 2 (Insert), information about National Tourism Organisations (NTOs).

(a)	Ехр	lain why an NTO performs the following functions:	
	rese	earch	
	ove	rseas publicity	
			[4
(b)	NTO	Os are non-commercial organisations.	-
	(i)	Define the term 'non-commercial organisation'.	
			[2
	(ii)	Describe two ways non-commercial organisations generate income.	
		1	
		2	
			[4

(c)	Explain three ways that NTOs contribute to the quality of the customer experience within a destination.
	1
	2
	3
	[6]

(d)	Discuss how an NTO might use social media.
	[9]
	ITakalı OF

(a)	State two different types of internal customer. Give an example for each type within the context of a hotel.
	internal customer 1
	example
	internal customer 2
	example[4]
(b)	Explain three ways a hotel can meet the needs of its external customers.
	1
	2
	3
	[6]

(c)	Discuss the importance of customer loyalty to a hotel.
	91

(d)	Discuss how a hotel can evaluate its customer service.
	[9]

[Total: 25]

Refer to Fig. 3 (Insert), a photograph of a rural location.

(a)	Give two examples of adventure tourism activities which could take place in the location shown in Fig. 3. For each one give a reason why this location is suitable for the activity.
	activity
	reason
	activity
	reason
	[4
(b)	Describe three ways the cost/quality ratio of adventure tourism products can be adapted to appeal to a wider target market.
	1
	2
	3
	S
	[6]

(c)	Explain three social factors that might encourage the development of adventure tourism.
	1
	2
	3
	[6]

(d)	Assess how adventure tourism could be developed sustainably.
	[9]

[Total: 25]

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