

CANDIDATE
NAME

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CENTRE
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TRAVEL AND TOURISM

9395/11

Paper 1 The Industry

May/June 2019

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.

1 (a) Tour operators make money by selling package holidays.

(i) Explain what is meant by the term 'package holiday'.

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..... [2]

(ii) State **two** methods tour operators may use to promote their products.

1
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2
..... [2]

(b) Explain **three** ways tour operators use new technology to sell their products.

1
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2
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3
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..... [6]

(c) Explain **two** ways a tour operator can make money in addition to selling package holidays.

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[6]

(c) Explain **two** ways a restaurant may deal with the issue of seasonality.

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[6]

3 Refer to Fig. 3.1 (Insert), a photograph of a town next to a lake.

(a) Many tourists may visit places because of a range of leisure activities.

Explain **two** reasons for the appeal of the destination shown in Fig. 3.1.

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2

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[4]

(b) Explain **three** ways the climate of a destination may impact visitor numbers.

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[6]

(c) Explain **two** ways a destination management company (DMC) may help a tourist destination.

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[6]

4 Refer to Fig. 4.1 (Insert), information about tourism in Mexico.

(a) (i) Identify **two** beach destinations in Mexico.

1

2

[2]

(ii) Describe the appeal to tourists of the shop shown in Fig. 4.1.

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..... [2]

(b) Explain **three** ways that a high crime rate, such as that in Mexico, may impact tourism.

1

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..... [6]

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