



Cambridge International AS & A Level

TRAVEL & TOURISM

9395/12

Paper 1 The Industry

May/June 2020

INSERT

2 hours 30 minutes

INFORMATION

- This insert contains all the figures referred to in the questions.
- You may annotate this insert and use the blank spaces for planning. **Do not write your answers** on the insert.



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Fig. 1.1 for Question 1

There can be little doubt that social media impacts every form of business including travel and tourism. Social media provides instant ways to reach millions of people. It is a fast way to get messages out and connect people with similar interests. Social media allows people to speak about great and not so great experiences, to become instant critics and even instant stars.

In the world of travel and tourism there are two major uses of social media. Tourists have created social media networks in which they share reviews of hotels, restaurants and attractions. They often post stories about their experiences, both good and bad. As these networks become more well known they can impact an area's reputation and the way that businesses need to market and advertise.

One particular network has had a wide-reaching effect on the industry, with over 50 million monthly visitors who are actively seeking out travel information and advice from the sources they trust the most: other tourists.

This is word-of-mouth advertising taken to a new level. Tourism businesses use social media as a personalised form of advertising. The use of social media can help a tourism business to enhance its reputation and create credibility at little or no cost.

Fig. 1.1

Fig. 2.1 for Question 2



Fig. 2.1

Fig. 3.1 for Question 3



Fig. 3.1

Fig. 4.1 for Question 4

Tourism is one of the largest industries in the Maldives, it plays an important role in earning foreign exchange revenues and generating employment. The Maldives is attractive to many tourists worldwide, traditionally appealing to the honeymoon and dive markets.

There are over 100 resorts located on the many different islands of the Maldives. Over the past few decades the number of tourists to the Maldives has risen continuously. In 2009, local island guesthouses opened thanks to a change in regulations that began to allow tourists to stay among the local population, rather than just on privately owned resort islands.

Work is being undertaken to boost tourism numbers by building another 120 properties on uninhabited islands. It is estimated that another 100 new island resorts with 100 to 200 rooms each will be needed to accommodate the number of visitors expected by 2025.

**Fig. 4.1**

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