CANDIDATE NAME	

CENTRE NUMBER		CANDIDATE NUMBER	

TRAVEL & TOURISM **9395/13**

Paper 1 The Industry **May/June 2020**

2 hours 30 minutes

You must answer on the question paper.

You will need: Insert (enclosed)

INSTRUCTIONS

- Answer **all** questions.
- Use a black or dark blue pen.
- Write your name, centre number and candidate number in the boxes at the top of the page.
- Write your answer to each question in the space provided.
- Do **not** use an erasable pen or correction fluid.
- Do **not** write on any bar codes.

INFORMATION

- The total mark for this paper is 100.
- The number of marks for each question or part question is shown in brackets [ ].
- The insert contains all the figures referred to in the questions.

This document has **16** pages. Blank pages are indicated.

[Turn over

Question 1

Refer to Fig. 1.1 (Insert), information about Go 2 C Cruises.

(a) Explain the appeal of Go 2 C Cruises for each of the following:

a family ....

....

....

....

a single traveller ....

....

....

....

[4]

(b) Explain **three** likely impacts for Go 2 C Cruises of providing good customer service.

1 ....

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....

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2 ....

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3 ....

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[6]

(c) Explain **three** ways Go 2 C Cruises could maintain the safety and security of their external customers.

1 ....

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2 ....

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3 ....

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[6]

(d) Discuss whether a mystery shopper is an appropriate method of assessing customer service on a cruise.

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.... [9]

[Total: 25]

Question 2

Refer to Fig. 2.1 (Insert), tourism data about Sri Lanka.

(a) Explain **two** benefits to Sri Lanka of increasing visitor arrivals.

1 ....

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2 ....

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                                                                                                               [4]

(b) Explain **three** likely reasons why most visitors to Sri Lanka come from Europe.

1 ....

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2 ....

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                                                                                                               [6]

(c) Explain **two** ways countries, such as Sri Lanka, can overcome the problem of seasonality.

1 ....

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2 ....

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[6]

(d) Discuss how developments in mobile technology could increase visitor numbers to a country such as Sri Lanka.

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.... [9]

[Total: 25]

Question 3

Refer to Fig. 3.1 (Insert), information about all-inclusive holidays.

(a) (i) Define the term 'all-inclusive'.

....

.... [1]

(ii) Give **three** likely reasons for the appeal of all-inclusive holidays to families.

1 ....

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2 ....

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3 ....

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[3]

(b) Explain **three** likely impacts of all-inclusive resorts on the local community.

1 ....

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2 ....

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3 ....

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[6]

(c) Explain **two** ways all-inclusive holidays can be sustainable.

1 ....

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2 ....

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[6]

(d) Discuss how all-inclusive resorts can meet the needs of their internal customers.

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.... [9]

[Total: 25]

Question 4

(a) (i) Define the term 'intangible'.

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.... [1]

(ii) Give **three** examples of intangible travel and tourism products.

1 ....

2 ....

3 ....
[3]

(b) Explain **three** ways the problem of intangibility may be managed by a visitor attraction.

1 ....

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2 ....

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3 ....

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[6]

(c) Explain **three** ways a visitor attraction can support international visitors.

1 ....

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2 ....

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3 ....

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[6]

(d) Assess the value of social media to a visitor attraction.

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.... [9]

[Total: 25]

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