

CANDIDATE  
NAME

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CENTRE  
NUMBER

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CANDIDATE  
NUMBER

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**TRAVEL AND TOURISM**

**9395/12**

Paper 1 The Industry

**October/November 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) State **one** way a Tourist Information Centre (TIC) can assist the following types of customer:

foreign visitors .....

.....

people with mobility difficulties .....

.....

educational groups .....

.....

families .....

.....

[4]

(b) Explain **three** likely impacts of poor customer service from the TIC on a destination.

1 .....

.....

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.....

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2 .....

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.....

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3 .....

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.....

.....

[6]







(c) Suggest **three** types of accommodation that would be suitable for a National Park. For **each** justify why.

Accommodation .....

Why suitable .....

.....

Accommodation .....

Why suitable .....

.....

Accommodation .....

Why suitable .....

.....

[6]



3 Refer to Fig. 3.1 (Insert), information about tourism in the Bahamas.

(a) (i) Identify **two** pieces of evidence from Fig. 3.1 to suggest tourism is a major industry in the Bahamas.

1 .....

.....

2 .....

.....

[2]

(ii) Define, using an example, the term 'direct employment'.

.....

.....

.....

..... [2]

(b) Explain **three** possible reasons why the Bahamas is more popular at certain times of the year.

1 .....

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.....

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2 .....

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3 .....

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.....

[6]



(c) Explain **two** likely ways tourism providers in the Bahamas can differentiate their products to increase visitor numbers.

1 .....

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.....

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2 .....

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.....

[6]



4 Refer to Fig. 4.1 (Insert), photographs of Edinburgh Castle in Scotland.

(a) State **four** ways the attraction shown in Fig. 4.1 might provide information and advice to customers.

1 .....

.....

2 .....

.....

3 .....

.....

4 .....

.....

[4]

(b) Explain **one** way the built attraction shown in Fig. 4.1 might appeal to **each** of the following types of tourists:

cultural tourists .....

.....

.....

.....

dark tourists .....

.....

.....

.....

historical tourists .....

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.....

[6]

(c) The organisation in Fig. 4.1 is non-commercial.

Explain **three** likely business objectives for a non-commercial organisation.

1 .....

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2 .....

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3 .....

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[6]







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