

Cambridge International Examinations

Cambridge International Advanced Subsidiary and Advanced Level

CANDIDATE NAME			
CENTRE NUMBER		CANDIDATE NUMBER	
TRAVEL AND TOUR	ISM		9395/13
Paper 1 The Industry		Octo	ber/November 2018

No Additional Materials are required.

READ THESE INSTRUCTIONS FIRST

Candidates answer on the Question Paper.

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.



2 hours and 30 minutes

(a)	Explain two ways the needs of groups of travellers aged 18–30 may differ from market (retired).	n the grey
	1	
	2	
		[4]
(b)	Describe three services that holiday representatives may provide for customers.	
	1	
	2	
	3	
		[6]

(c)	tourists in a destination.			
				[6]

(d)	Assess the appeal of a purpose-built resort to a mass tourist.
	[9]

[Total: 25]

Refer to Fig. 1 (Insert), photographs taken during a city break to Paris, France. (a) (i) Define the term 'city break'. Identify **two** activities shown in Fig. 1 for city break tourists. [2] (b) Explain two ways that visitor attraction operators may overcome the problem of intangibility.

[6]

(c)	Religious tourism is an example of specialised tourism.
	Describe the following types of religious tourism and give an example of each.
	pilgrimage
	example
	visiting religious sites
	example
	attending a religious festival
	example
	[6]

(d)	Analyse how changing consumer needs and expectations have encouraged the growth of specialised tourism markets.
	[9]
	[Total: 25]

Refer to Fig. 2 (Insert), a photograph of a train used for rail excursions.

(a)	Describe the likely appeal of the rail excursion shown in Fig. 2.
	[4]
(b)	Explain three advantages for tourists of using rail as a method of transport rather than travelling by air.
	1
	2
	3
	[6]

(c)	Many holidays are provided by specialist tour operators.
	Explain two benefits to specialist tour operators of providing ancillary services.
	1
	2
	[6]

(d)	Assess the possible threats posed by natural disasters to the excursion provider shown in Fig. 2.
	[9]

[Total: 25]

Refer to Fig. 3 (Insert), tourist information about visitors to Poland.

(a)	Suggest why Germany is the most important source market for Poland.
	[4]
(b)	Describe three different types of food and beverage outlets available to tourists in most destinations. For each suggest the most likely target market.
	outlet type
	target market
	outlet type
	target market
	outlet type
	target market
	[6]

(c)	Many people have migrated from Poland to other European countries.
	Discuss how this may impact on the visiting friends and relatives (VFR) market for Poland.
	[6]

(d)	Evaluate how changes in currency exchange rates might affect visitor numbers to Poland.
	[9]

[Total: 25]

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