CANDIDATE NAME	

CENTRE NUMBER					

CANDIDATE NUMBER				

TRAVEL AND TOURISM 9395/13

Paper 1 The Industry October/November 2018

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.

Question 1

(a) Explain **two** ways the needs of groups of travellers aged 18–30 may differ from the grey market (retired).

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2 ....

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[4]

(b) Describe **three** services that holiday representatives may provide for customers.

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3 ....

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[6]

(c) Discuss the relationship between climate and the types of leisure activities available for tourists in a destination.

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.... [6]

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

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.... [9]

[Total: 25]

Question 2

Refer to Fig. 1 (Insert), photographs taken during a city break to Paris, France.

   (a) **(i)** Define the term 'city break'.

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.... [2]

       (ii) Identify **two** activities shown in Fig. 1 for city break tourists.

1 ....

2 ....
[2]

  (b) Explain **two** ways that visitor attraction operators may overcome the problem of intangibility.

1 ....

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2 ....

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[6]

6

(c) Religious tourism is an example of specialised tourism.

Describe the following types of religious tourism and give an example of each.

pilgrimage ....

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example ....

visiting religious sites ....

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example ....

attending a religious festival ....

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example ....

[6]

(d) Analyse how changing consumer needs and expectations have encouraged the growth of specialised tourism markets.

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[Total: 25]

Question 3

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.

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.... [4]

(b) Explain **three** advantages for tourists of using rail as a method of transport rather than travelling by air.

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[6]

(c) Many holidays are provided by specialist tour operators.

Explain **two** benefits to specialist tour operators of providing ancillary services.

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2 ....

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[6]

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

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[Total: 25]

Question 4

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

(a) Suggest why Germany is the most important source market for Poland.

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.... [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.

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

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[Total: 25]

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