

Cambridge International Examinations

Cambridge International Advanced Subsidiary and Advanced Level

TRAVEL AND The Inc.		9395/12 May/June 2017
CENTRE NUMBER	CANDIDATE NUMBER	
CANDIDATE NAME		

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.



2 hours and 30 minutes

(a)	Airlines deal with a variety of customers.
	Describe two ways airline staff may meet the needs of disabled travellers.
	1
	2
	[4]
(b)	Describe three techniques that an airline can use to assess the delivery of customer service to its external customers.
	1
	2
	3
	[6]

(c)	A customer has made a complaint about luggage being lost.		
	Explain the procedure that airline staff should follow to deal with this complaint.		
	91		

(d)	Discuss how an airline can meet the needs of its employees for job satisfaction.		
	[9		
	[5		

[Total: 25]

Refer to Fig. 1 (Insert), information about tourist arrivals in India in 2013 and 2014.

(a)	Identify four changes in the source markets for visitors to India between 2013 and 2014.	
	1	
	2	
	3	
	4	
		4]
(b)	Explain three reasons why most tourism income in India is generated by domestic tourists.	
	1	
	2	
	3	
	r	
	L	6

(c)	India is trying to increase the number of international tourists.
	Explain three ways that National Tourist Organisations (NTO's) might attract more international tourists.
	1
	2
	3

[6]

medical tourism is an important market for India.	
Discuss the benefits for both tourism and tourism providers of a medical tourism package India.	to
Total: 2	_

[Total: 25]

Refer to Fig. 2 (Insert), information about Safari Tours, an ecotourism resort in Kenya.

(a)	Describe four characteristics of this ecotourism resort.	
	1	
	2	
	3	
	4	
		[4]
(b)	Explain three reasons why Safari Tours might protect the environment.	
	1	
	2	
	3	
		[6]

(c)	Safari Tours is a community based tourism initiative which works with commercial and non-commercial organisations.
	Describe the differences between commercial and non-commercial organisations.
	[6]
	[0]

(d)	Ecotourism resorts attract different types of tourists.		
	Justify how a tour operator might change the cost/quality ratio of a holiday package to an ecotourism resort in order to appeal to different tourists.		
	[9]		
	[Total: 25]		

Refer to Fig. 3 (Insert), information about a budget airline.

(a)	(i)	Describe what is meant by the term 'budget airline'.
		[1]
	(ii)	Explain why budget airlines might be popular with travellers.
		[3]
(b)		lain three reasons why budget airlines offer ancillary services to their passengers.
	2	
	3	
		[6]

(c)	Budget airlines are more likely to operate from regional airports than main internationa gateways.
	Discuss why this is an advantage to both the airline and the customers.
	21

(d)	Discuss the transport options available for travellers in different destinations.
	[9]

[Total: 25]

BLANK PAGE

BLANK PAGE

BLANK PAGE

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in the Cambridge International Examinations Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cie.org.uk after the live examination series.

Cambridge International Examinations is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.