

Cambridge Assessment International Education

Cambridge International Advanced Subsidiary and Advanced Level

CANDIDATE NAME					
CENTRE NUMBER			CANDIDATE NUMBER		

TRAVEL AND TOURISM

9395/13

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.

Re	fer to	Fig. 1.1 (Insert), tourism data about Singapore.
(a)	(i)	China is the fastest growing tourism generating area shown in Fig. 1.1.
		Define the term 'tourism generating area'.
		[2]
	(ii)	Suggest two characteristics of Singapore that may appeal to tourists from China.
		1
		2
		[2]
(b)		lain three likely reasons an MEDC, such as Singapore, may be regarded as a 'safe'
		rist receiving area.
	1	
	2	
	3	
		[6]

(c)	Explain three benefits of a National Tourism Organisation (NTO) working in partnership with regional or local tourism organisations.
	1
	2
	3
	[6]

d)	Assess the importance to Singapore of providing a wide range of visitor attractions.
	[9]
	[Total: 25]

2	(a)	(i)	Define the term 'scheduled airline'.
			[2]
		(ii)	Suggest two products or services which may be available on an international flight.
			1
			2[2]
	(b)	Sch	eduled airlines operate from international airports.
			lain three likely benefits for international tourists of using an international airport rather a regional airport.
		1	
		2	
		3	
		•••••	
			[6]

(c)	Discuss how a customer servi	ce.					

(d)	Assess how the introduction of biometrics in passport control has impacted on tourism.
	[9]
	[Total: 25]

Ref	er to	Fig. 3.1 (Insert), photographs of the Montreux Jazz Festival.
(a)	(i)	Suggest two specialised markets for the event shown in Fig. 3.1.
		1
		2
		[2]
	(ii)	Identify two characteristics of the event shown in Fig. 3.1 that would appeal to tourists.
		1
		2
		[2]
(b)		plain three infrastructure developments of a destination needed to host events such as the ntreux Jazz Festival.
	1	
	2	
	3	
		[6]

(c)	Explain two benefits of using social media to promote an event such as the Montreux Jazz Festival.
	1
	2

Discuss how destination management companies (DMCs) could encourage and support the Montreux Jazz Festival organisers to promote responsible tourism behaviour.
[9]
[ð] [Total: 25]

Rei	iei io	Fig. 4.1 (Insert), photographs of a trade fair.
(a)	(i)	Suggest two internal customers of a tour operator exhibiting at the trade fair shown in Fig. 4.1.
		1
		2
		[2]
	(ii)	Suggest two characteristics of major exhibition centres that make them suitable as a venue for tourism trade fairs.
		1
		2
		[2]
(b)	Exp	lain three benefits to tour operators of exhibiting at a trade fair.
	1	
	2	
	3	
		[6]

(c)	Discuss the ways the travel and tourism industry can be market driven.
	[6]

(d)	Discuss why consumer protection is important in the travel and tourism industry.
	[9]
	[υ]

[Total: 25]

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