

CANDIDATE  
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**TRAVEL AND TOURISM**

**9395/11**

Paper 1 The Industry

**May/June 2017**

**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.

**Question 1**

Cruise ships have lots of staff with different roles and responsibilities.

**(a)** Describe **two** ways the staff can meet the needs of guests during a cruise.

1 .....

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2 .....

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[4]

**(b)** Staff working on a cruise ship have to deal with customers' problems and complaints.

Explain how **each** of the problems given below could be resolved.

Problem	How to resolve
Booking an outside cabin and being placed inside.	
Complaints about the quality of the entertainment.	
Main dishes in the restaurant run out too quickly.	

[6]

(c) Explain **two** ways a cruise company can assess the quality of their customer service.

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[6]



**Question 2**

Refer to Fig. 1 (Insert), information about the number of tourist arrivals to Cambodia.

**(a)** Identify the smallest source market for Cambodia and suggest reasons for this.

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.....[4]

**(b)** Visitors require information and often use online sources to access it.

Describe how **three** different online sources of information meet the needs of visitors to Cambodia.

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3 .....

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[6]

- (c) Explain why some visitors may prefer to use a travel agent to book a holiday rather than booking independently.

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**Question 3**

Refer to Fig. 2 (Insert), a map of a purpose built resort in Singapore.

**(a) (i)** Define the term 'purpose built resort'.

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..... [2]

**(ii)** State **two** different purpose built resorts.

1 .....

2 ..... [2]

**(b)** Explain the advantages of a purpose built resort to a family with two children, aged 5 and 12.

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(d) Seasonality may cause problems for purpose built resorts.

Explain how the issue of seasonality may be overcome.

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[Total: 25]

**Question 4**

Refer to Fig. 3 (Insert), information about abc Tours, a tour operator.

**(a) (i)** Identify **two** ancillary products or services offered by abc Tours.

- 1 .....
- 2 ..... [2]

**(ii)** Identify **two** different holiday types offered by abc Tours.

- 1 .....
- 2 ..... [2]

**(b)** Explain **three** reasons why tour operators offer ancillary products and services.

- 1 .....  
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- 2 .....  
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- 3 .....  
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..... [6]









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