
TRAVEL AND TOURISM

9395/12

Paper 1 The Industry

October/November 2019

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2 hours 30 minutes

READ THESE INSTRUCTIONS FIRST

This Insert contains all the Figures referred to in the questions.

Anything the candidate writes on this Insert will not be marked.



This document consists of 4 printed pages.

Fig. 2.1 for Question 2



Fig. 2.1

Fig. 3.1 for Question 3



The Bahamas is a group of 700 small islands and is found south east of Florida (USA) in the western Atlantic ocean.

The tourism industry in the Bahamas employs about 50% of the total number of workers, including both direct and indirect tourism employment. It provides half of the country's GDP. The government has recently invested \$2 billion in the tourism industry and has redeveloped the destination for both leisure and business travellers. According to the Caribbean Tourist Office over 1.3 million Americans visit the Bahamas. There are also visitors from Canada and European countries. Those visitors from the UK, France and Germany annually contribute over \$1.5 billion to the Bahamas economy.

The most popular months are from January to April. September and October are the quietest months. The main types of holiday to the Bahamas are beach holidays and cruises. Typical tourists to the Bahamas are young and affluent. However, the Bahamas wants to increase visitor numbers so will need to vary what is on offer to attract other tourist types.

Fig. 3.1

Fig. 4.1 for Question 4

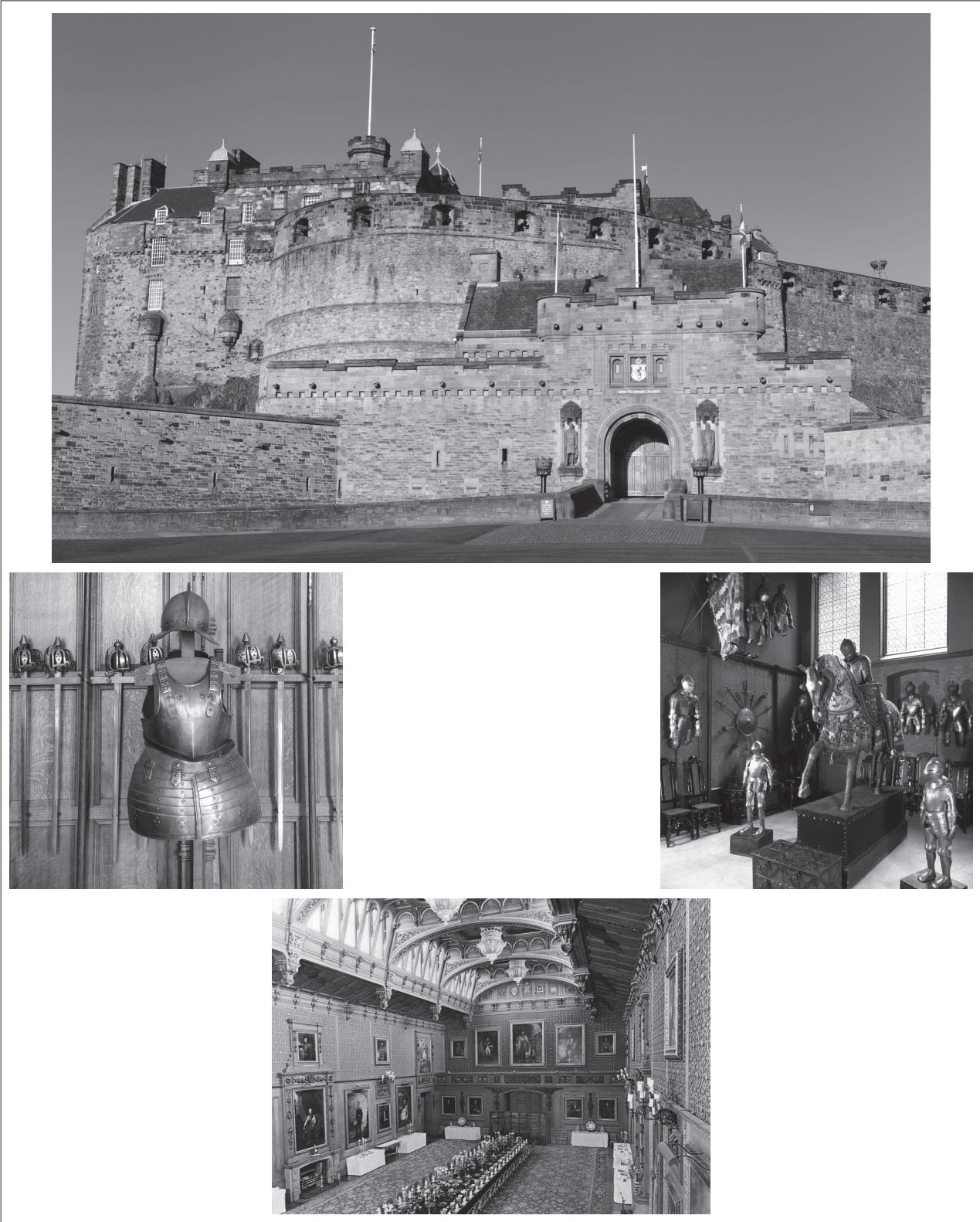


Fig. 4.1

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