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TRAVEL & TOURISM

9395/12

Paper 1 The Industry

October/November 2022

2 hours 30 minutes

You must answer on the question paper.

You will need: Insert (enclosed)

INSTRUCTIONS

- Answer **all** questions.
- Use a black or dark blue pen.
- Write your name, centre number and candidate number in the boxes at the top of the page.
- Write your answer to each question in the space provided.
- Do **not** use an erasable pen or correction fluid.
- Do **not** write on any bar codes.

INFORMATION

- The total mark for this paper is 100.
- The number of marks for each question or part question is shown in brackets [].
- The insert contains all the figures referred to in the questions.

This document has **16** pages. Any blank pages are indicated.

1 (a) Identify **four** possible requirements of a family staying in a hotel.

- 1
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- 2
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- 3
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- 4
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[4]

(b) Explain **three** benefits to tourist organisations of questionnaires as a feedback technique.

- 1
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- 2
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- 3
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[6]

(c) Explain **two** ways a hotel can improve the efficiency of its workforce.

1

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2

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[6]

(c) Explain **two** suitable market research techniques for a river cruise company.

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[6]

3 (a) (i) Define the term 'cultural tourism'.

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..... [1]

(ii) Give **three** examples of cultural tourism.

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2

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(b) Explain **three** social factors which have encouraged the growth of cultural tourism.

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..... [6]

(c) Explain **two** ways tourists can be responsible.

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[6]

4 Refer to Fig. 4.1 (Insert), information about cruise excursions.

(a) Explain how **each** of the following natural disasters may cause problems for cruise companies:

volcanic eruptions

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hurricanes

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[4]

(b) Explain **three** reasons why tourists on a cruise may feel confident about taking part in adventure tourism activities.

1

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[6]

(c) Explain **two** strategies tour operators could use to encourage customers to visit a destination where there has been a recent natural disaster.

1

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2

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[6]

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