



CANDIDATE
NAME

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CENTRE
NUMBER

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CANDIDATE
NUMBER

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9395/13

May/June 2023

2 hours 30 minutes

You must answer on the question paper.

You will need: Insert (enclosed)

- 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.

- 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 Refer to Fig. 1.1 (Insert), information about the Glastonbury Festival.

(a) (i) Using an example, define the term 'specialised tourism'.

.....

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.....

..... [2]

(ii) Identify **two** characteristics of the Glastonbury Festival that would appeal to tourists.

1

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2

..... [2]

(b) Explain **three** ways the organisers of the Glastonbury Festival can use social media.

1

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2

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3

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..... [6]

(c) Explain **two** benefits events, such as the Glastonbury Festival, bring to the local area.

1

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[6]

(d) Discuss how tourism organisations manage the issue of perishability.

[9]

[Total: 25]

- 2 (a) Describe **two** ways staff in a restaurant can meet the needs of external customers.

1

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2

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[4]

- (b) Explain how restaurant staff can deal with each of the following customer service situations:

food not being cooked properly

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menu not specifying ingredients

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a long wait for a table

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[6]

(c) Assess the advantages of customer review sites for tourism organisations.

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..... [6]

(d) Discuss why staff in a restaurant need to have training appropriate to their job role.

[9]

[Total: 25]

3 (a) (i) Define the following terms:

domestic tourism

.....

mass tourism

.....

[2]

(ii) State **two** mass tourism destinations.

1

2

[2]

(b) Describe **three** reasons for the appeal of mass tourism destinations.

1

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2

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[6]

(c) Discuss the advantages to a country of domestic tourism.

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..... [6]

(d) Discuss how e-marketing and virtual tours have encouraged the growth of tourism.

[9]

[Total: 25]

4 Refer to Fig. 4.1 (Insert), information about airline staff.

(a) Describe **two** ancillary services provided by travel and tourism organisations.

1

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2

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[4]

(b) Describe how airline staff can provide assistance to passengers in the following situations:

boarding the plane

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losing their hand luggage

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during a medical emergency

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[6]

(c) Explain **three** benefits to airlines of internal customers respecting one another.

- 1
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- 2
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-
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- 3
-
-
-

[6]

(d) Discuss why travel and tourism organisations have safety policies and procedures.

[9]

[Total: 25]

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