



CANDIDATE
NAME

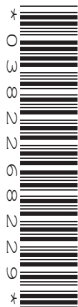
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CENTRE
NUMBER

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CANDIDATE
NUMBER

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9395/11

October/November 2022

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), photographs of theatres.

(a) Explain **one** way theatres may meet the needs of each of the following types of customer:

a visitor with a hearing impairment

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a group of elderly visitors

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[4]

(b) Explain **three** ways a theatre could use information technology to meet its business objectives.

1

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2

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3

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[6]

(c) Explain **two** ways a theatre can overcome the issue of perishability of its ticket sales.

- 1
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-
-
-
- 2
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-
-
-
- [6]

(d) Discuss the benefits of good customer service for external customers of a theatre.

[9]

[Total: 25]

2 (a) (i) Define the term 'consular service provider'.

.....
..... [1]

(ii) State **three** consular services provided for tourists.

1
2
3 [3]

(b) Explain **three** ways a government may encourage tourism development.

1
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2
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3
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..... [6]

(c) Assess how an accommodation provider may be market-driven.

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..... [6]

- (d)** Discuss how growing consumer demand for sustainable tourism has affected the tourism industry.

[9]

[Total: 25]

- 3 Refer to Fig. 3.1 (Insert), promotional material for Educational Travel Services (ETS), a tour operator.

(a) Describe **two** ancillary services that could be provided by ETS.

1

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2

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[4]

(b) Explain **one** reason why **each** of the following is of benefit to educational tourist groups:

one refundable deposit

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24/7 support before, during and after travel

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dedicated account manager

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[6]

- (c) Explain how business objectives of a commercial organisation such as ETS may differ from those of a non-commercial organisation.

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..... [6]

(d) Discuss how changing the cost/quality ratio can benefit tour operators and their customers.

[9]

[Total: 25]

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

(a) Suggest **four** ways a cruise operator can meet changing consumer needs and expectations.

- 1
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 - 2
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 - 3
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 - 4
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- [4]

(b) Explain **three** ways cruise ship operators can provide job satisfaction for their internal customers.

- 1
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 - 2
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 - 3
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- [6]

(c) Assess the economic impacts that cruises may have on destinations.

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(d) Discuss how changing social factors affect the cruise industry.

[9]

[Total: 25]

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