



Cambridge International AS & A Level

TRAVEL & TOURISM

9395/11

Paper 1 The Industry

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INSERT

2 hours 30 minutes



INFORMATION

- This insert contains all the figures referred to in the questions.
- You may annotate this insert and use the blank spaces for planning. **Do not write your answers** on the insert.

This document has **4** pages.

Fig. 1.1 for Question 1

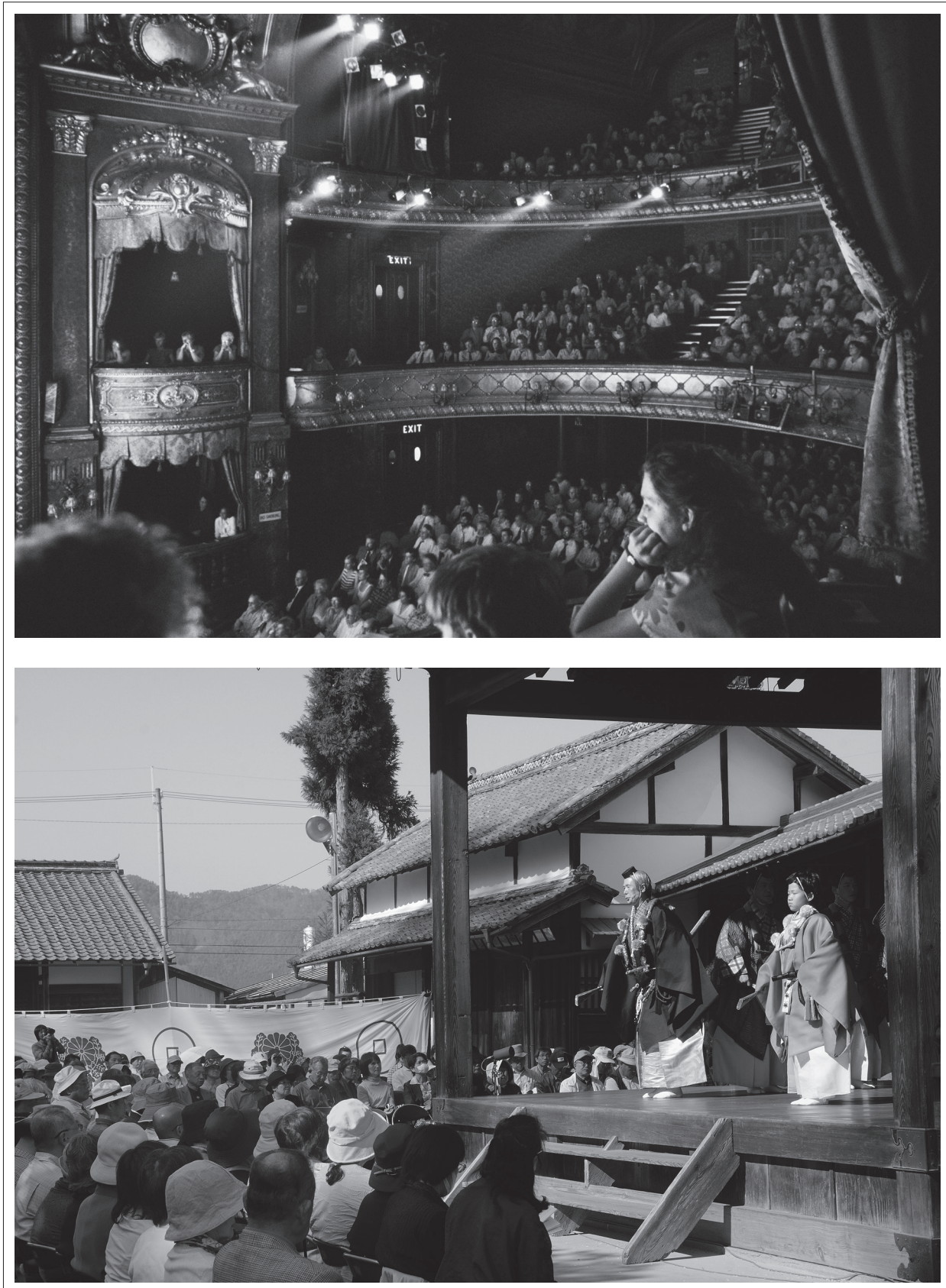


Fig. 1.1

Fig. 3.1 for Question 3



Educational Travel Services (ETS)

We are your resource for educational group travel. Take advantage of our 15 years of industry experience and huge buying power to ease the booking process and save with our preferential rates on all tickets.

Benefits of booking with us include:

- travel bookings for educational groups of 10 or more
- free, no-obligation quotes
- everyone on the same flight paying the same price
- pay one refundable deposit to secure seats for the whole group
- cancel seats or trips with no penalty to pay
- group payment option: each participant pays directly for their own seat
- dedicated account managers, one person assisting you all the way through
- 24/7 support; before, during and after you travel
- negotiated discounts with over 70 airlines globally.

Fig. 3.1

Fig. 4.1 for Question 4

Cruise Industry Overview

Today cruise ships offer a range of innovations including skydiving simulators, celebrity chef kitchens and facilities that allow all generations of a family to travel together.

In 2017 a record 25 million+ people went on a cruise, they spent \$117 billion in total. This helped to create 950 000 jobs. It was then the fastest growing category of the leisure market.

The cruise industry responds quickly to the needs of its guests by adopting new destinations, new ship design, new and diverse onboard amenities plus wide ranging shore activities. New cruise themes are offered and voyage lengths vary.

New embarkation ports provide the tourist with convenience and cost savings which attract more customers.

Impact on destinations include:

- cruise line payments for port fees and local businesses can generate \$500 million per year
- a cruise ship carrying 3000 passengers and 1250 crew generates around \$500 000 per stopover.

Who goes on a cruise?

- it is preferred by families in the USA
- young people
- leisure tourists.

The cruise industry works with destinations to:

- give technical assistance for port improvements
- research the needs of cruise passengers
- provide training programmes
- support local humanitarian causes.

Fig. 4.1

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