
TRAVEL AND TOURISM

9395/12

Paper 1 The Industry

May/June 2017

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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. 1 for Question 2

Tourism in India

Percentage share of top 10 Countries sending visitors to India, 2013 and 2014:

Country	2013	2014
USA	15.5%	14.8%
UK	11.6%	11.0%
Bangladesh	7.5%	12.2%
Sri Lanka	3.8%	4.0%
Russian Federation	3.7%	3.5%
Canada	3.7%	3.5%
Germany	3.6%	3.1%
France	3.6%	3.2%
Malaysia	3.5%	3.4%
Japan	3.1%	–
Australia	–	3.1%
Others	40.3%	39.5%

Domestic and International visitors to India 2013 and 2014:

	2013	2014
Domestic	1150 million	1280 million
International	6.97 million	7.68 million

International visitor expenditure in India 2013 and 2014:

Year	Expenditure in US\$
2013	18 445 million
2014	20 236 million

Percentage of domestic versus international expenditure in India 2014:

	Percentage
Domestic	81.4%
International	18.6%

Fig. 1

Fig. 2 for Question 3



Safari Tours – Your Ecofriendly Tour Operator

- Stay in one of our ECO-COTTAGES for a relaxing and refreshing experience!
- See the 'real Africa'!
- Our community is a little off the well known tourist tracks but will give you direct access to all the wonderful sites and sounds of western Kenya!

Feel the benefits:

- ❖ Stay in a traditional mud hut or a modern brick built house, let the sounds of nature send you to sleep.
- ❖ Experience the landscape, people, culture and wildlife that make Kenya a unique destination.
- ❖ Dine on traditional and contemporary Kenyan cuisine.
- ❖ Explore the regions and surrounding attractions on one of our tours.
- ❖ Volunteer and help affect the lives of others.



Fig. 2

Fig. 3 for Question 4

Hi, We're BudgetAir!

How did it start?

We started in 2001 with 2 old aircraft. We bought BudgetAir from its Malaysian owner for MYR 1 (US\$ 0.25 cents) and also BudgetAir's debt of MYR 40 million (US\$11 million).

In 2016 we had over 400 planes flying to 88 different destinations.

How did we do it?

- a) **Low Fares.** We are committed to low fares, it lies in our promise 'Now Everyone Can Fly!' Our service targets guests who can do without the frills of full service airlines in exchange for low fares.
- b) **25 minute turnaround.** Less time on the ground and more time in the air means we get the most use out of every aircraft, lower costs and greater airline and staff productivity.
- c) **Low Cost Carrier Model. Self automation** = the more you DIY (self check in), the more we save on operational costs – that means lower fares.
- d) **No Frills** – pay only for what you want. If you want additional inflight comfort just add it on.
- e) **Cost Saving Innovations** – constantly looking out for the latest ways to make savings.
 - One of the first airlines to use the A320 aircraft, installed with 'sharklet wing tips', to lower wind drag and provide better fuel consumption.
 - We utilise regional airports rather than international gateways meaning cheaper fees, faster turnarounds and easy access for our customers, helping to lower costs and reduce prices.

Fig. 3

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