

Cambridge International Examinations

Cambridge International Advanced Subsidiary and Advanced Level

AS & A Level			
CANDIDATE NAME			
CENTRE NUMBER		CANDIDATE NUMBER	
TRAVEL AND	TOURISM		9395/11
Paper 1 The Inc	dustry	Oct	ober/November 2017
		2 h	ours and 30 minutes
Candidates answer on the Question Paper.			

READ THESE INSTRUCTIONS FIRST

No Additional Materials are required.

Write your Centre number, candidate number and name on all the work you hand in.

Write in dark blue or black pen.

You may use an HB pencil for any diagrams or graphs.

Do not use staples, paper clips, glue or correction fluid.

DO NOT WRITE IN ANY BARCODES.

Answer all questions.

All the Figures referred to in the questions are contained in the Insert.

The number of marks is given in brackets [] at the end of each question or part question.



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Refer to Fig. 1 (Insert), which provides information about Gare du Nord International Station, Paris.

(a)	Explain how two of the services provided at this station meet the needs of business travellers.
	1
	2
	[4]
(b)	Explain three advantages of rail transport for international tourists.
	1
	2
	0
	3
	[6]

(c)	Eurostar is a commercial organisation.
	Explain two business objectives of a commercial travel organisation.
	91

(d)	Discuss the economic factors that have encouraged the growth of leisure travel.
	[9]
	[Total: 25]

Refer to	Fig.	2 (Insert), information detailing the top 10 overseas tourism markets for Zimbabwe.
(a)	(i)	Identify the country which replaced Italy within the top 10 for 2014.
		[1]
	(ii)	Suggest reasons for this change.
	()	
		[3]
(b)	Nat	ional Tourism Organisations have a range of measures they can use for marketing.
	Des	cribe three likely roles of the National Tourist Organisation of Zimbabwe.
	1	
	2	
	3	
		[6]

(c)	Explain why domestic tourism is important to many countries.
	[6]

(d)	Assess the impacts of the increased risk of a disease on the travel and tourism industry.
	[0]
	[9]
	[Total: 25]

Refer to Fig. 3 (Insert), information about XYZ Flights, an online tour operator.

(a)	Describe two ways the XYZ Flights website meets the needs of external customers.	
	1	
	2	
		[4]
(b)	Explain three likely needs of XYZ Flights' internal customers.	
	1	
	2	
	3	
		[b]

c)	XYZ Flights encourages customer feedback via a questionnaire.
	Assess the value of questionnaires as a feedback method for XYZ Flights.
	91

(d)	Analyse how performance management and appraisal procedures may be used within a travel and tourism organisation. Use examples to support your answer.
	[9]

[Total: 25]

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(a)	Des	cribe two natural attractions of rural destinations which might appeal to visitors.	
	1		
	2		
		[4]
(h)	(i)	Define the term 'adventure tourism'.	
(5)	(')		
		[i	2]
	(ii)	Describe two adventure tourism activities.	
	()	1	
			••
		2	
			-
			••
		[4]

(c)	Recommend two types of accommodation suitable for adventure tourists. Give reasons fo your choices.
	1
	2
	91

(d)) Comment upon the likely threat potourism in mountain areas.	sed by	climatic	change,	including	global	warming,	to
								••••
								••••
								[9]

[Total: 25]

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