

# **Cambridge Assessment International Education**

Cambridge International Advanced Subsidiary and Advanced Level

CANDIDATE NAME					
CENTRE NUMBER			CANDIDATE NUMBER		

# 373044796

### TRAVEL AND TOURISM

9395/11

Paper 1 The Industry

October/November 2019

2 hours and 30 minutes

Candidates answer on the Question Paper.

No Additional Materials are required.

### **READ THESE INSTRUCTIONS FIRST**

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.



Re	fer to	Fig. 1.1 (Insert), tourism data about Singapore.
(a)	(i)	China is the fastest growing tourism generating area shown in Fig. 1.1.
		Define the term 'tourism generating area'.
		[2]
	(ii)	Suggest <b>two</b> characteristics of Singapore that may appeal to tourists from China.
		1
		2
		[2]
(b)		lain three likely reasons an MEDC, such as Singapore, may be regarded as a 'safe'
		rist receiving area.
	1	
	2	
	3	
		[6]

(c)	Explain <b>three</b> benefits of a National Tourism Organisation (NTO) working in partnership with regional or local tourism organisations.
	1
	2
	3
	[6]

d)	Assess the importance to Singapore of providing a wide range of visitor attractions.
	[9]
	[Total: 25]

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2	(a)	(i)	Define the term 'scheduled airline'.
			[2]
		(ii)	Suggest <b>two</b> products or services which may be available on an international flight.
			1
			2[2]
	(b)	Sch	eduled airlines operate from international airports.
			lain <b>three</b> likely benefits for international tourists of using an international airport rather a regional airport.
		1	
		2	
		3	
		•••••	
			[6]

(c)	Discuss how airlines might use customer service standards to assess the quality of customer service.	
		[6]

(d)	Assess how the introduction of biometrics in passport control has impacted on tourism.
	[9]
	[Total: 25]

Refe	er to	Fig. 3.1 (Insert), photographs of the Montreux Jazz Festival.
(a)	(i)	Suggest two specialised markets for the event shown in Fig. 3.1.
		1
		2
		[2]
	(ii)	Identify <b>two</b> characteristics of the event shown in Fig. 3.1 that would appeal to tourists.
		1
		2
		[2]
(b)		lain <b>three</b> infrastructure developments of a destination needed to host events such as the ntreux Jazz Festival.
	1	
	2	
	3	
		[6]

(c)	Explain <b>two</b> benefits of using social media to promote an event such as the Montreux Jazz Festival.
	1
	2
	[6]

(d)	Discuss how destination management companies (DMCs) could encourage and support the Montreux Jazz Festival organisers to promote responsible tourism behaviour.
	[9]
	[Total: 25]

Rei	ier to	Fig. 4.1 (Insert), photographs of a trade fair.
(a)	(i)	Suggest <b>two</b> internal customers of a tour operator exhibiting at the trade fair shown in Fig. 4.1.
		1
		2
		[2]
	(ii)	Suggest <b>two</b> characteristics of major exhibition centres that make them suitable as a venue for tourism trade fairs.
		1
		2
	_	[2]
(b)		lain three benefits to tour operators of exhibiting at a trade fair.
	1	
	2	
	3	
		[6]

(c)	Discuss the ways the travel and tourism industry can be market driven.
` '	
	[6]

(d)	Discuss why consumer protection is important in the travel and tourism industry.
	[9]

[Total: 25]

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