

# Cambridge International AS & A Level

CANDIDATE NAME					
CENTRE NUMBER			CANDIDATE NUMBER		

TRAVEL & TOURISM

9395/13

Paper 1 The Industry

May/June 2020

2 hours 30 minutes

You must answer on the question paper.

You will need: Insert (enclosed)

#### **INSTRUCTIONS**

- 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.

#### **INFORMATION**

- 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.

Refer to Fig. 1.1 (Insert), information about Go 2 C Cruises.

(a)	Explain the appeal of Go 2 C Cruises for each of the following:
	a family
	a single traveller
	[4]
(b)	Explain <b>three</b> likely impacts for Go 2 C Cruises of providing good customer service.
	1
	2
	3
	[6]

(c)	Explain <b>three</b> ways Go 2 C Cruises could maintain the safety and security of their externa customers.
	1
	2
	3
	[6]

(d)	Discuss whether a mystery shopper is an appropriate method of assessing customer service on a cruise.
	[9]

[Total: 25]

Refer to Fig. 2.1 (Insert), tourism data about Sri Lanka.

(a)	Explain <b>two</b> benefits to Sri Lanka of increasing visitor arrivals.	
	1	
	2	
		[4]
(b)	Explain <b>three</b> likely reasons why most visitors to Sri Lanka come from Europe.	
	1	
	2	
	2	
	3	
		[6]

(c)	Explain <b>two</b> ways countries, such as Sri Lanka, can overcome the problem of seasonality.
	1
	2
	[6]

(d)	Discuss how developments in mobile technology could increase visitor numbers to a country such as Sri Lanka.
	[9]
	[Total: 25]

Refer to Fig. 3.1 (Insert), information about all-inclusive holidays.

[1]
days to families.
[3]
community.

(c)	Explain <b>two</b> ways all-inclusive holidays can be sustainable.
	1
	2
	[6]

(d)	Discuss how all-inclusive resorts can meet the needs of their internal customers.
	[9]

[Total: 25]

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(a)	(i)	Define the term 'intangible'.	
			[1]
	(ii)	Give <b>three</b> examples of intangible travel and tourism products.	
		1	
		2	
		3	
	_		[3]
(b)		lain <b>three</b> ways the problem of intangibility may be managed by a visitor attraction.	
	1		
	2		
	3		
			[6]

(c)	Explain <b>three</b> ways a visitor attraction can support international visitors.
	1
	2
	3
	[6]

(d)	Assess the value of social media to a visitor attraction.
	[9
	•

[Total: 25]

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