

Cambridge International AS & A Level

Paper 1 The Inc	dustry	Oct	ober/November 2020 2 hours 30 minutes
Danas 4 Tha Isa	d	0-4	- l/N 0000
TRAVEL & TO	DURISM		9395/12
CENTRE NUMBER		CANDIDATE NUMBER	
CANDIDATE NAME			

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.

This document has **16** pages. Blank pages are indicated.

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Refer to Fig. 1.1 (Insert), information about a tour to Vietnam and Cambodia, countries in South East Asia

(a)	Suggest one activity/attraction offered on the tour in Fig. 1.1 that is suitable for each of the following tourist types. Give one reason why each is suitable.
	Ecotourists
	Cultural tourists
	[4
(b)	Explain three ways the tour in Fig. 1.1 could be adapted for sale at a lower price.
	1
	2
	3
	[6

(c)	Suggest two reasons why the tour in Fig. 1.1 is only available from February to Novemb	
	1	
	2	
		[6]

(d)	Discuss how political factors may have affected tourism development in LEDCs such as Vietnam and Cambodia.
	[9]

Refer to Fig. 2.1 (Insert), information about health and spa tourism.

(a)	(i)	Define the term 'health and spa tourism'.	
			[2]
	(ii)	Explain one likely reason for the growth of this type of tourism.	
			[2]
(b)	Ехр	lain three ways a spa can overcome the problem of intangibility.	
	1		
	2		
	3		
			[6]

(c)	Explain three methods a spa can use to assess the delivery of its customer service.
	1
	2
	3
	[6]

(d)	Discuss how a safe environment can be provided in a spa for external customers.
	[9]

(a)	Describe two ways a travel agency can motivate staff.	
	1	
	2	
		[4]
(b)	Explain how a travel agent may help customers under the following circumstances:	
	when a tour operator goes out of business before the date of the holiday	
	when a natural disaster occurs during the holiday	
		[6]

Explain three reasons why some four operators follow responsible fourism practices.
1
2
3
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(d)	Analyse how developments in transport technology have encouraged a growth in travel and tourism.
	[9]

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Refer to Fig. 4.1 (Insert), tourism data about China.

(a)	(i)	Identify the two largest source markets for mainland China.
		1
		2
		[2]
	(ii)	State two ways that visas can control entry to a country.
		1
		2
		[2]
(b)	Exp	plain three possible reasons for the low number of visitors to mainland China from Canada.
	1	
	2	
	2	
	J	
		[6]

(c)	Explain two likely reasons why tourism authorities may prefer visitors to take part in group tours rather than travelling independently.
	1
	2
	[6]

(d)	Discuss the economic factors that may have encouraged the growth of outbound tourism from China.
	[9]

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