Cambridge Assessment International Education

Cambridge International AS & A Level

CANDIDATE NAME	

CENTRE NUMBER						CANDIDATE NUMBER				

TRAVEL & TOURISM **9395/11**

Paper 1 The Industry **May/June 2021**

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.

This document has **16** pages. Any blank pages are indicated.

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Question 1

(a) **(i)** Define the term 'perishability'.

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..... [1]

(ii) Give **one** example of a perishable travel and tourism product.

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..... [1]

(iii) State **two** ways perishability can be overcome by travel and tourism organisations.

1 .....

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2 .....

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[2]

(b) Explain **three** ways mobile technology can benefit tour operators.

1 .....

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2 .....

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3 .....

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[6]

(c) Explain **two** advantages for elderly customers of using a tour operator.

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2 .....

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[6]

(d) Discuss which customer feedback methods are most suitable for use by a tour operator.

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..... [9]

[Total: 25]

Question 2

(a) **(i)** Define the term 'sports tourism'.

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..... [1]

(ii) Give **three** examples of sports tourism.

1 .....

2 .....

3 .....
[3]

(b) Explain **three** social factors that may encourage the development of sports tourism.

1 .....

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[6]

(c) Explain why changes in currency exchange rates may affect visitor numbers to a destination.

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..... [6]

(d) Discuss how the climate of destinations may appeal to different types of visitors.

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..... [9]

[Total: 25]

Question 3

Refer to Fig. 3.1 (Insert), airline safety instructions.

(a) Describe **two** ways airlines provide safety information for their external customers.

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2 .....

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[4]

(b) Suggest **three** types of training needed by airline staff. Give **one** reason why each type of training is needed.

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[6]

(c) Explain **two** ways that the performance of airline staff can be monitored.

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[6]

(d) Discuss the knowledge of procedures and routines that are likely to be required by cabin crew.

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[Total: 25]

Question 4

Refer to Fig. 4.1 (Insert), information about ecotourism in Costa Rica.

(a) **(i)** Define the term 'ecotourism'.

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..... [1]

(ii) Identify **three** features of Costa Rica which make it an ecotourism destination.

1 .....

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[3]

(b) Explain **three** threats posed by natural disasters to destinations such as Costa Rica.

1 .....

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[6]

(c) Explain **two** ways ecotourism may be regarded as sustainable.

1 .....

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[6]

(d) Discuss the likely characteristics of coastal destinations which would appeal to different types of visitors.

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..... [9]

[Total: 25]

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