

# Cambridge International AS & A Level

CANDIDATE NAME					
CENTRE NUMBER			CANDIDATE NUMBER		

724987756

**TRAVEL & TOURISM** 

9395/11

Paper 1 The Industry

October/November 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.

Refer to Fig. 1.1 (Insert), a photograph of Holiday Cars, a car rental company.

(a)	(i)	Define the term 'ancillary service'.
		[1]
	(ii)	Identify <b>three</b> ancillary services offered by Holiday Cars which could be used to explore the area.
		1
		2
		3[3]
(b)	Ехр	lain <b>three</b> likely ways Holiday Cars can satisfy the demand for budget and luxury products.
	1	
	2	
	3	
		[6]

(c)	Explain <b>two</b> likely business objectives of a car hire company.
	1
	2
	[6]

(d)	Discuss the likely disadvantages for tourists of using public transport.
	[9]
	[a]

[Total: 25]

Refer to Fig. 2.1 (Insert), information about Machu Picchu, a tourist attraction in Peru. Peru is an LEDC in South America.

(a)	Explain <b>one</b> reason why Machu Picchu appeals to each of the following types of tourists:
	cultural tourists
	adventure tourists
	[4]
(b)	Explain <b>three</b> ways the government of Peru protect Machu Picchu and the surrounding area.
	1
	2
	3
	[6]

(c)	Explain <b>two</b> benefits to an LEDC, such as Peru, of cultural tourism.
	1
	2
	[6]

9395/11/O/N/21

(d)	Discuss the ways that social media may encourage tourists to visit destinations such as Machu Picchu.
	[9]
	[Total: 25]

(a)	Explain <b>two</b> ways city destinations appeal to international visitors.
	1
	2
	[4]
(b)	Explain <b>three</b> political factors that may affect the number of tourists visiting a city destination.
	1
	2
	3
	[6]

(c)	Explain why destination.	seasonality	is less	of a p	roblem	for m	najor	cities	than	many	other	types	of
												ı	[6]

(d)	Discuss the benefits to customers of accommodation grading schemes.								
	IO								
	[9]								

[Total: 25]

(a)	Explain <b>two</b> benefits for staff of having respect from colleagues and managers.	
	1	
	2	
		[4]
(h)	Explain <b>three</b> likely impacts of poor customer service on a travel agency.	
(2)		
	1	
	2	
	2	
	3	
		[6]

)	Explain now travel agencies differ from tour operators.	
		[6]

(d)	Discuss why an increasing number of tourists book their holidays independently rather than using a travel agency.
	[9]

[Total: 25]

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