



Cambridge International AS & A Level

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TRAVEL & TOURISM

9395/11

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.

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

Question 1

Refer to Fig. 1.1 (Insert), information about a hotel for business tourists.

(a) Identify **four** products or services provided for a business tourist at the hotel in Fig. 1.1.

- 1
- 2
- 3
- 4

[4]

(b) Describe **three** ways the hotel in Fig. 1.1 could provide a safe working environment for internal customers.

- 1
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- 2
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- 3
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[6]

(c) Explain **two** likely reasons why hotels used by business tourists are often located in city centres.

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[6]

(d) Discuss the ways that a leisure hotel can be adapted for the business market.

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[9]

[Total: 25]

Question 2

Refer to Fig. 2.1 (Insert), information about employment in the Kenyan tourism industry. Kenya is a country in Africa.

(a) (i) Define the term 'indirect employment'.

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.....
[1]

(ii) Give **three** examples of indirect employment in the travel and tourism industry.

1
2
3
[3]

(b) Explain **one** way that **each** of the following may impact on the travel and tourism industry:

a rise in disposable incomes of the resident population
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.....

building a new airport
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.....

a decrease in the value of the local currency
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[6]

(c) Explain **two** negative impacts of increasing employment in the travel and tourism industry for a country.

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[6]

(d) Discuss the role that local tourism organisations play in the development of the travel and tourism industry.

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[9]

[Total: 25]

Question 3

(a) Explain **two** developments in transport which may increase visitor numbers to a tourist destination.

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[4]

(b) Explain **three** ancillary products or services a train company could offer to attract passengers.

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[6]

(c) Explain **two** advantages to a tourist of using a high speed train service to travel within a country.

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[6]

(d) Assess the ways a train company could obtain customer feedback.

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[Total: 25]

Question 4

(a) Refer to Fig. 4.1 (Insert), information about specialised holidays.

(i) Define the term 'specialised holiday'.

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[1]

(ii) Identify the type of specialised holidays described in Fig. 4.1.

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.....
[1]

(iii) Identify **two** services included in the holidays advertised in Fig. 4.1.

1

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2

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[2]

(b) Explain **three** likely reasons for the growth of specialised holidays.

1

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[6]

(d) Discuss how developments in technology have assisted the growth of specialised tourism.

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[9]

[Total: 25]

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