



CANDIDATE
NAME

--

CENTRE
NUMBER

--	--	--	--	--

CANDIDATE
NUMBER

--	--	--	--

9395/11

May/June 2020

2 hours 30 minutes

You must answer on the question paper.

You will need: Insert (enclosed)

- 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.

- 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
.....
.....
.....

2
.....
.....
.....
.....

3
.....
.....
..... [6]

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

1

.....

.....

.....

.....

.....

2

.....

.....

.....

.....

.....

[6]

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

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins, text, or other markings on the paper.

[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'.

.....
 [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

 building a new airport

 a decrease in the value of the local currency

 [6]

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

1

.....

.....

.....

.....

.....

2

.....

.....

.....

.....

.....

[6]

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

[illegible]

[9]

[Total: 25]

Question 3

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

1

.....

.....

.....

.....

2

.....

.....

.....

[4]

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

1

.....

.....

.....

.....

2

.....

.....

.....

.....

3

.....

.....

.....

[6]

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

1

.....

.....

.....

.....

.....

2

.....

.....

.....

.....

.....

[6]

Question 4

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

(i) Define the term 'specialised holiday'.

.....

.....

[1]

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

.....

.....

[1]

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

1

.....

2

.....

[2]

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

1

.....

.....

.....

2

.....

.....

.....

3

.....

.....

.....

[6]

(c) Explain **two** advantages for the customer of going on a specialised package holiday.

1

.....

.....

.....

.....

.....

.....

2

.....

.....

.....

.....

.....

.....

[6]

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

[illegible]

[9]

[Total: 25]

BLANK PAGE

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in the Cambridge Assessment International Education Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cambridgeinternational.org after the live examination series.

Cambridge Assessment International Education is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of the University of Cambridge Local Examinations Syndicate (UCLES), which itself is a department of the University of Cambridge.