



Cambridge International AS & A Level

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TRAVEL & TOURISM

9395/13

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 Go 2 C Cruises.

(a) Explain the appeal of Go 2 C Cruises for each of the following:

a family

.....

.....

.....

a single traveller

.....

.....

.....

[4]

(b) Explain **three** likely impacts for Go 2 C Cruises of providing good customer service.

1

.....

.....

.....

2

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.....

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3

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.....

.....

[6]

- (c) Explain **three** ways Go 2 C Cruises could maintain the safety and security of their external customers.

1

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.....

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2

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.....

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3

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.....

.....

[6]

- (d)** Discuss whether a mystery shopper is an appropriate method of assessing customer service on a cruise.

[9]

[Total: 25]

Question 2

Refer to Fig. 2.1 (Insert), tourism data about Sri Lanka.

(a) Explain **two** benefits to Sri Lanka of increasing visitor arrivals.

1

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.....

.....

2

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.....

.....

[4]

(b) Explain **three** likely reasons why most visitors to Sri Lanka come from Europe.

1

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.....

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2

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3

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[6]

(c) Explain **two** ways countries, such as Sri Lanka, can overcome the problem of seasonality.

1

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2

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[6]

- (d)** Discuss how developments in mobile technology could increase visitor numbers to a country such as Sri Lanka.

[9]

[Total: 25]

Question 3

Refer to Fig. 3.1 (Insert), information about all-inclusive holidays.

- (a) (i) Define the term 'all-inclusive'.

.....
 [1]

- (ii) Give **three** likely reasons for the appeal of all-inclusive holidays to families.

1

 2

 3
 [3]

- (b) Explain **three** likely impacts of all-inclusive resorts on the local community.

1

 2

 3

 [6]

(c) Explain **two** ways all-inclusive holidays can be sustainable.

1

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2

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.....

[6]

(d) Discuss how all-inclusive resorts can meet the needs of their internal customers.

[9]

[Total: 25]

Question 4

- (a) (i) Define the term 'intangible'.

.....
 [1]

- (ii) Give **three** examples of intangible travel and tourism products.

1
 2
 3 [3]

- (b) Explain **three** ways the problem of intangibility may be managed by a visitor attraction.

1

 2

 3

 [6]

(c) Explain **three** ways a visitor attraction can support international visitors.

- 1
-
-
-
- 2
-
-
-
- 3
-
-
-

[6]

[9]

[Total: 25]

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