



Cambridge International AS & A Level

CANDIDATE
NAME

--

CENTRE
NUMBER

--	--	--	--	--

CANDIDATE
NUMBER

--	--	--	--

TRAVEL & TOURISM

9395/13

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.



Question 1

Refer to Fig. 1.1 (Insert), a photograph of The Forum, Rome.

(a) Explain **two** reasons why The Forum is popular with cultural tourists.

1

.....

.....

.....

2

.....

.....

.....

[4]

(b) Explain **three** impacts of good customer service on a tourist attraction, such as The Forum.

1

.....

.....

.....

2

.....

.....

.....

3

.....

.....

.....

[6]

(c) Explain **two** reasons why product differentiation may be important for a tourist attraction.

1

.....

.....

.....

.....

.....

.....

2

.....

.....

.....

.....

.....

.....

[6]

(d) Discuss how The Forum can be managed to conserve its cultural heritage.

[9]

[Total: 25]

Question 2

(a) Explain **two** benefits to internal customers of working in a team.

1

.....

.....

.....

2

.....

.....

.....

[4]

(b) Explain **three** methods that can be used to motivate internal customers.

1

.....

.....

.....

2

.....

.....

.....

3

.....

.....

.....

[6]

(c) Explain how the following customer complaints in a stadium might be resolved:

the toilets not having been cleaned

.....

.....

.....

.....

.....

other customers behaving offensively

.....

.....

.....

.....

.....

[6]

(d) Discuss how a travel and tourism organisation can improve its reputation with customers.

[9]

[Total: 25]

Question 3

- (a) (i) Using an example, define the term 'seasonality'.

.....

.....

.....

..... [2]

- (ii) Explain **one** problem seasonality may cause in the travel and tourism industry.

.....

.....

.....

..... [2]

- (b) Explain **three** ways the problem of seasonality may be overcome.

1

.....

.....

.....

.....

2

.....

.....

.....

.....

3

.....

.....

.....

..... [6]

(c) Explain **three** impacts of infrastructure development on tourist destinations.

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

[6]

(d) Discuss the extent to which the tourism industry can be 'market driven'.

[9]

[Total: 25]

Question 4

Refer to Fig. 4.1 (Insert), a graph showing visitor spending in Italy, a country in Europe.

- (a) Describe the pattern of visitor spending in Italy over the years shown in Fig. 4.1. You should support your answer with data.

.....

.....

.....

.....

.....

.....

.....

.....

..... [4]

- (b) Explain **three** likely reasons for the changes in visitor spending in countries such as Italy.

1

.....

.....

.....

.....

2

.....

.....

.....

.....

3

.....

.....

.....

..... [6]

(c) Explain **two** likely impacts of increasing employment within the tourism sector on a destination.

1

.....

.....

.....

.....

.....

2

.....

.....

.....

.....

.....

[6]

- (d)** Discuss the likely impacts that changing attitudes and tastes may have on the travel and tourism industry.

[9]

[Total: 25]

BLANK PAGE

The boundaries and names shown, the designations used and the presentation of material on any maps contained in this question paper/insert do not imply official endorsement or acceptance by Cambridge Assessment International Education concerning the legal status of any country, territory, or area or any of its authorities, or of the delimitation of its frontiers or boundaries.

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.