



CANDIDATE
NAME

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9395/11

May/June 2023

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.

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[Turn over

1 Refer to Fig. 1.1 (Insert), information about the Smithsonian Institute in Washington D.C.

(a) Explain **two** ways the Smithsonian Institute may meet the needs of educational tourists.

1

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2

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[4]

(b) Explain **three** ways a non-commercial organisation may generate income.

1

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2

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[6]

(c) Assess how a museum may use new technology.

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..... [6]

(d) Discuss the importance of museums in the conservation of cultural heritage.

[9]

[Total: 25]

- 2 (a) (i) Using an example, define the term 'film tourism'.

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..... [2]

- (ii) Suggest **two** reasons why tourists may be attracted to film tourism locations.

1

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2

..... [2]

- (b) Explain **three** likely components of a specialised package aimed at film tourists.

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(c) Explain **two** infrastructure developments that would encourage tourism.

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[6]

(d) Discuss how the issue of intangibility in the travel and tourism industry may be resolved.

[9]

[Total: 25]

3 Refer to Fig. 3.1 (Insert), photographs of hostels.

(a) (i) Define the term 'hostel'.

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..... [1]

(ii) Suggest **three** reasons why hostels are popular with tourists.

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..... [3]

(b) Explain **three** reasons why hostels may use organisational standards.

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- (c) Discuss why changes in tourist attitudes and tastes may have a negative impact on hostels.

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(d) Assess appropriate methods of customer feedback for hostels.

[9]

[Total: 25]

4 (a) (i) Define the following terms:

scheduled airline

.....

chartered airline

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[2]

(ii) Suggest **two** reasons why a business customer may use a scheduled airline.

1

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2

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[2]

(b) Explain **three** advantages of using rail transport for international travel.

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[6]

(c) Explain **two** social factors that may encourage people to travel.

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[6]

(d) Discuss the importance of staff training for employees of transport providers.

[9]

[Total: 25]

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