



Cambridge International AS & A Level

CANDIDATE
NAME

--

CENTRE
NUMBER

--	--	--	--	--

CANDIDATE
NUMBER

--	--	--	--

TRAVEL & TOURISM

9395/11

Paper 1 The Industry

October/November 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), photographs taken in the Seychelles, an island destination in the Indian Ocean.

(a) Define, using an example, the following terms:

climate change

.....

.....

.....

natural disaster

.....

.....

.....

[4]

(b) Explain **three** ways climate change may impact on the Seychelles.

1

.....

.....

.....

2

.....

.....

.....

3

.....

.....

.....

[6]

(c) Explain **three** ways the Seychelles may appeal to leisure tourists.

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

[6]

(d) Discuss how the tourism industry in the Seychelles can be managed responsibly.

[9]

[Total: 25]

Question 2

Refer to Fig. 2.1 (Insert), tourism data about Brazil, a country in South America.

- (a) (i) Define the term 'travel motivation'.

.....
 [1]

- (ii) Suggest **three** likely travel motivations which could be included in the 'others' category.

1
 2
 3 [3]

- (b) Explain **three** likely reasons why most visitors to Brazil come from the USA and Canada.

1

 2

 3

 [6]

(c) Explain **two** reasons why online sources of information are likely to be used by sports tourists.

1

.....

.....

.....

.....

.....

2

.....

.....

.....

.....

.....

[6]

(d) Assess the likely impacts on a destination of hosting a major sporting event.

[9]

[Total: 25]

Question 3

(a) State **four** ways a holiday representative may assist international tourists.

- 1
 -
 - 2
 -
 - 3
 -
 - 4
 -
- [4]

(b) Explain **three** ancillary services, other than a holiday representative, a tour operator can provide for its customers.

- 1
 -
 -
 -
 - 2
 -
 -
 -
 - 3
 -
 -
 -
- [6]

(c) Explain **two** ways a hotel may deal with a complaint.

1

.....

.....

.....

.....

.....

.....

2

.....

.....

.....

.....

.....

.....

[6]

- (d)** Discuss how performance management can be used to influence the quality of customer service offered by a holiday representative.

[9]

[Total: 25]

Question 4

(a) Describe **two** ways a country may protect against the spread of disease.

1

.....

.....

.....

2

.....

.....

.....

[4]

(b) Explain **three** security measures that can be implemented within a visitor attraction.

1

.....

.....

.....

2

.....

.....

.....

3

.....

.....

.....

[6]

(c) Explain **two** roles of a consular service provider.

1

.....

.....

.....

.....

.....

2

.....

.....

.....

.....

.....

[6]

(d) Analyse the likely impacts of high levels of air pollution on a destination.

[9]

[Total: 25]

BLANK PAGE

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.