



Cambridge International AS & A Level

TRAVEL & TOURISM

9395/11

Paper 1 The Industry

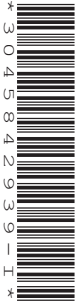
October/November 2023

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2 hours 30 minutes

INFORMATION

- This insert contains all the figures referred to in the questions.
- You may annotate this insert and use the blank spaces for planning. **Do not write your answers** on the insert.



This document has 4 pages. Any blank pages are indicated.

Fig. 1.1 for Question 1

Inbound tourism data for Singapore, a destination in Southeast Asia.

Inbound tourist numbers 2015 to 2021

Year	Numbers in millions
2015	16.6
2016	18.9
2017	19.9
2018	20.4
2019	21.0
2020	1.3
2021	12.0 estimated

Singapore is centrally located in Southeast Asia. It is known worldwide to be a politically stable and safe destination. Tourism is important to Singapore's economy and it has excellent air transport facilities, hotels and shopping centres. Singapore offers a wide range of visitor attractions. There is something for everyone with iconic gardens with a sky walk, Marina Bay Sands integrated resort, Sentosa Island recreational hub, the Singapore Flyer, a wide variety of multi-cultural heritage sites and a cable car.

**Fig. 1.1**

Fig. 2.1 for Question 2**Fig. 2.1****Fig. 3.1 for Question 3**

The Trip and Travel Group (TAT Group) is an online travel agency helping business and leisure tourists to plan, book and improve their travel experience.

The TAT Group provides access to rental properties, airlines, car rental companies, cruise lines, online currency exchange, travel insurance and tickets for events and excursions. The TAT Group offers an online chat function. Customers can ask questions and TAT Group advisors will answer instantly. The chat function is available 24/7.

The TAT Group has many competitors including other travel agencies, tour operators, travel websites, mobile travel apps and social media websites.

Fig. 3.1

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