



Cambridge International AS & A Level

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TRAVEL & TOURISM

9395/11

Paper 1 The Industry

October/November 2023

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.

1 Refer to Fig. 1.1 (Insert), information about tourism in Singapore.

(a) (i) Describe the trend shown in the data given in Fig. 1.1.

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..... [2]

(ii) Other than tourism arrivals, suggest **two** types of data that might be useful to National Tourism Organisations (NTOs).

1

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2

..... [2]

(b) Describe **three** characteristics of Singapore that appeal to leisure tourists.

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(c) Discuss why Singapore's political stability encourages the growth of its tourism.

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(d) Evaluate the importance of cultural preservation to destinations.

[9]

[Total: 25]

2 Refer to Fig. 2.1 (Insert), a photograph of the Cévennes National Park, in the Ardèche, France.

(a) Describe **two** tourism activities likely in national parks.

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[4]

(b) Describe **three** types of accommodation suitable for visitors to a national park.

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[6]

(c) Assess the threat of climate change on rural tourism destinations.

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(d) Discuss how National Tourism Organisations (NTOs) could encourage the development of rural tourism.

[9]

[Total: 25]

- 3 Refer to Fig. 3.1 (Insert), information about the Trip and Travel Group (TAT Group), an online travel agency.

(a) (i) Define the term 'online travel agency'.

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 [1]

(ii) Identify **three** ancillary services provided by the TAT Group.

1

 2

 3
 [3]

(b) Explain **three** reasons why travel agencies provide ancillary services.

1

 2

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 [6]

(c) Assess the benefits of the online chat function to customers of the TAT Group.

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- (d)** Discuss the methods an online travel agency could use to assess the delivery of its customer service.

[9]

[Total: 25]

4 (a) (i) Define the term 'package tourism'.

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..... [1]

(ii) Suggest **three** reasons why package tourism is popular.

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..... [3]

(b) Explain **three** ways a destination may overcome the issue of intangibility.

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(c) Discuss the differences between commercial and non-commercial organisations.

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(d) Evaluate how changes in employment opportunities impact the tourism industry.

[9]

[Total: 25]

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