



Cambridge International AS & A Level

CANDIDATE
NAME



CENTRE
NUMBER

--	--	--	--	--

CANDIDATE
NUMBER

--	--	--	--

TRAVEL & TOURISM

9395/11

Paper 1 Themes and Concepts

October/November 2024

2 hours

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 75.
- 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 **12** pages. Any blank pages are indicated.



1 (a) Explain **two** reasons why business customers may prefer to use hotels close to an airport.

1

.....

.....

.....

2

.....

.....

.....

[4]

(b) Explain **three** ways a hotel may meet the needs of business customers.

1

.....

.....

.....

2

.....

.....

.....

3

.....

.....

.....

[6]

DO NOT WRITE IN THIS MARGIN

DO NOT WRITE IN THIS MARGIN

DO NOT WRITE IN THIS MARGIN

DO NOT WRITE IN THIS MARGIN

DO NOT WRITE IN THIS MARGIN





(c) Explain the impact of **each** of the following on a travel and tourism organisation:

a more efficient workforce

.....

.....

.....

.....

.....

customer loyalty

.....

.....

.....

.....

.....

[6]



[9]

[9]



DO NOT WRITE IN THIS MARGIN

2 Refer to Fig. 2.1 (Insert), a job advertisement for the ‘Tour the World Travel Group’.

(a) (i) Identify the type of integration found in the ‘Tour the World Travel Group’.

..... [1]

(ii) Suggest **three** benefits of this form of integration for the ‘Tour the World Travel Group’.

1

.....

2

.....

3

.....

[3]

(b) Explain how **each** of the following can motivate internal staff of the ‘Tour the World Travel Group’:

promotion opportunities

.....

.....

.....

training courses

.....

.....

.....

appraisal processes

.....

.....

.....

[6]



[6]

[6]



[9]

[Total: 25]



3 Refer to Fig. 3.1 (Insert), information about tourism in the Philippines.

(a) (i) Identify **two** political factors which could prevent tourism growth in a country such as the Philippines.

1

.....

2

.....

[2]

(ii) Explain **one** way currency exchange rates can affect tourism in a destination such as the Philippines.

.....

.....

.....

..... [2]

(b) Explain **three** positive economic impacts that tourism development may have on the Philippines.

1

.....

.....

.....

2

.....

.....

.....

3

.....

.....

.....

[6]





(c) Explain **two** ways that the use of visas can benefit a country such as the Philippines.

1

.....

.....

.....

.....

.....

2

.....

.....

.....

.....

.....

[6]



[9]



BLANK PAGE

DO NOT WRITE IN THIS MARGIN





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 Cambridge Assessment. Cambridge Assessment is the brand name of the University of Cambridge Local Examinations Syndicate (UCLES), which is a department of the University of Cambridge.

