



Cambridge International AS & A Level

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TRAVEL & TOURISM

9395/11

Paper 1 The Industry

May/June 2022

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 (a) Define the following terms and give an example of each for a travel agency.

Internal customers

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Example

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External customers

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Example

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[4]

(b) Explain **three** impacts of good customer service for employees at a travel agency.

1

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2

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3

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[6]

(c) Explain **two** ways that benchmarking could be useful to a hotel chain.

1

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2

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[6]

2 Refer to Fig. 2.1 (Insert), travel times between London and Paris.

(a) Suggest **four** reasons why a business traveller may prefer to travel from London to Paris by train.

- 1
- 2
- 3
- 4

[4]

(b) Explain **three** ways a train operating company may look after the safety and security of passengers.

- 1
- 2
- 3

[6]

(c) Assess how mobile technology has made travelling easier.

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..... [6]

3 Refer to Fig. 3.1 (Insert), information about the Covid-19 outbreak in 2020.

(a) Suggest **four** problems caused by Covid-19 for the air industry.

- 1
- 2
- 3
- 4

[4]

(b) Explain **three** ways airports might try to limit the spread of a disease.

- 1
- 2
- 3

[6]

- (c) Assess how airports might introduce procedures and routines to maintain a safe working environment for their employees.

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4 Refer to Fig. 4.1 (Insert), photographs of the Costa del Sol in Spain, a country in western Europe.

(a) (i) Define the term 'mass tourism'.

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..... [1]

(ii) Suggest **three** problems that seasonality may cause to a destination, such as the Costa del Sol.

1
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2
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3
..... [3]

(b) Explain **three** factors that have encouraged the growth of mass tourism.

1
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..... [6]

(c) Explain how tour operators may overcome the issue of seasonality.

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..... [6]

(d) Evaluate the impacts of mass tourism on destinations such as the Costa del Sol.

..... [9]

[Total: 25]

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