



Cambridge International AS & A Level

CANDIDATE
NAME

--

CENTRE
NUMBER

--	--	--	--	--

CANDIDATE
NUMBER

--	--	--	--



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

.....

Example

.....

External customers

.....

Example

.....

[4]

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

1

.....

.....

.....

2

.....

.....

.....

3

.....

.....

.....

[6]

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

1

.....

.....

.....

.....

.....

.....

2

.....

.....

.....

.....

.....

.....

[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]

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]

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'.

.....
..... [1]

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

1
.....
2
.....
3
..... [3]

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

1
.....
.....
.....
2
.....
.....
.....
3
.....
.....
..... [6]

BLANK PAGE

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.