



## Cambridge International AS & A Level

CANDIDATE  
NAME



CENTRE  
NUMBER

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CANDIDATE  
NUMBER

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### TRAVEL & TOURISM

9395/13

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]





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

a more efficient workforce .....

.....  
.....  
.....  
.....  
.....

customer loyalty.....

.....  
.....  
.....  
.....  
.....

[6]





(d) Discuss the impacts of online and social media comments on customer product choice.

[9]

[Total: 25]





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]





(c) Discuss the importance of online booking for a travel and tourism organisation.

[6]





(d) Discuss the possible impacts of changing values and attitudes on the 'Tour the World Travel Group'.

[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 .....

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2 .....

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.....

[6]





(d) Assess how social changes have impacted tourism development.

[9]

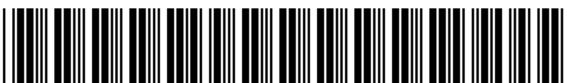
[Total: 25]





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