



Cambridge International AS & A Level

CANDIDATE
NAME

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CENTRE
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TRAVEL & TOURISM

9395/12

Paper 1 The Industry

May/June 2020

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. Blank pages are indicated.

Question 1

Refer to Fig. 1.1 (Insert), information about social media.

(a) Explain **two** uses of social media for tourists.

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2

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[4]

(b) Describe **three** likely problems for tourism providers caused by the use of social media.

1

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2

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3

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[6]

(c) Many tourism authority websites contain virtual tours.

Explain **two** advantages for destinations of virtual tours.

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[6]

Question 2

Refer to Fig. 2.1 (Insert), photographs of camp sites.

(a) Explain why camp sites would appeal to **each** of the following types of customers:

families

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back packers

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[4]

(b) Explain **three** products or services which could be provided for international visitors at a camp site.

1

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[6]

(c) Explain **three** reasons why camp sites set organisational standards.

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[6]

Question 3

Refer to Fig. 3.1 (Insert), a photograph of a tourist.

- (a) (i) Circle the type of tourism shown in Fig. 3.1 in the table below.

adventure	ecotourism
medical	religious

[1]

- (ii) Suggest **three** examples of this type of tourism.

1

2

3

[3]

- (b) Explain **three** ways the problem of intangibility can be managed by providers of this type of tourism.

1

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[6]

(c) Explain **three** ways that the type of tourism shown in Fig. 3.1 can encourage infrastructure development and improvement.

1

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[6]

(d) Discuss the social factors which have encouraged the growth of the type of tourism shown in Fig. 3.1.

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[9]

[Total: 25]

Question 4

Refer to Fig. 4.1 (Insert), information about tourism in the Maldives.

(a) Explain **two** reasons why tourism is important to the Maldives.

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2

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[4]

(b) Explain **three** ways the Maldives could differentiate their tourism product to appeal to different market segments.

1

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[6]

(c) Explain **three** ways the Maldives could conserve their natural environment.

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[6]

(d) Discuss why tourists choose to visit destinations in LEDCs.

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[9]

[Total: 25]

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