



Cambridge International AS & A Level

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TRAVEL & TOURISM

9395/12

Paper 1 The Industry

May/June 2021

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.

Question 1

Refer to Fig. 1.1 (Insert), a photograph of a museum.

(a) Describe **two** ways the museum could keep its staff motivated.

1

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2

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[4]

(b) Explain **three** customer feedback techniques which may be used in a museum.

1

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2

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3

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[6]

(c) Explain **three** ways a non-commercial organisation, such as a museum, generates income.

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[6]

Question 2

Refer to Fig. 2.1 (Insert), an advert for The Briangle Shopping Centre.

- (a) (i) Shopping centres will appeal to special interest tourists.

Define the term 'special interest tourism'.

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

- (a) (ii) Suggest **three** facilities The Briangle Shopping Centre could provide for customers with specific needs.

1
2
3 [3]

- (b) Explain **one** way The Briangle Shopping Centre appeals to **each** of the following visitor types:

families with young children
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cultural tourists
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teenagers
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[6]

(c) Explain **two** benefits to The Briangle Shopping Centre of providing good customer service to its internal customers.

1

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[6]

Question 3

Refer to Fig. 3.1 (Insert), information about tourism in Costa Rica.

(a) Describe **two** characteristics of rural destinations.

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[4]

(b) Explain **three** likely roles of a local tourism organisation in Costa Rica.

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[6]

Question 4

(a) Suggest **four** reasons why tourism may be in decline in some countries.

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[4]

(b) Explain **three** reasons why countries may use visas.

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[6]

(c) Explain **two** reasons why domestic tourism is important to a country.

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[6]

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