



Cambridge International AS & A Level

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TRAVEL & TOURISM

9395/12

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 Refer to Fig. 1.1 (Insert), a graph showing visits to and from the UK.

(a) Compare the trends shown on the graph for visits to and from the UK.

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.....
.....
.....
.....
..... [4]

(b) Explain **three** likely reasons for domestic tourism.

1

2

3

..... [6]

2 (a) Define the following terms and give an example of each.

Business tourism

.....

Example

Specialised tour operator

.....

Example

[4]

(b) Explain **three** ways a specialised tour operator may meet the needs of its external customers.

1

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2

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[6]

(c) Explain **two** ways travel agencies have developed to meet the changing needs of external customers.

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2

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[6]

4 (a) Explain how a restaurant can provide for **each** of the following customer needs:

specific dietary requirements

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.....
.....

language requirements

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.....
.....

[4]

(b) Explain **three** problems restaurants may face due to poor customer service.

1

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2

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3

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[6]

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