



# Cambridge International AS & A Level

CANDIDATE  
NAME

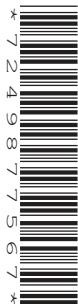
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**TRAVEL & TOURISM**

**9395/11**

Paper 1 The Industry

**October/November 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 Holiday Cars, a car rental company.

**(a) (i)** Define the term ‘ancillary service’.

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

**(ii)** Identify **three** ancillary services offered by Holiday Cars which could be used to explore the area.

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

**(b)** Explain **three** likely ways Holiday Cars can satisfy the demand for budget and luxury products.

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

(c) Explain **two** likely business objectives of a car hire company.

1 .....

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2 .....

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[6]



**Question 2**

Refer to Fig. 2.1 (Insert), information about Machu Picchu, a tourist attraction in Peru. Peru is an LEDC in South America.

(a) Explain **one** reason why Machu Picchu appeals to each of the following types of tourists:

cultural tourists .....

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adventure tourists .....

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[4]

(b) Explain **three** ways the government of Peru protect Machu Picchu and the surrounding area.

1 .....

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2 .....

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3 .....

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[6]

(c) Explain **two** benefits to an LEDC, such as Peru, of cultural tourism.

1 .....

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2 .....

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[6]



Question 3

(a) Explain **two** ways city destinations appeal to international visitors.

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[4]

(b) Explain **three** political factors that may affect the number of tourists visiting a city destination.

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3 .....

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[6]



- (c) Explain why seasonality is less of a problem for major cities than many other types of destination.

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Question 4

(a) Explain **two** benefits for staff of having respect from colleagues and managers.

1 .....

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[4]

(b) Explain **three** likely impacts of poor customer service on a travel agency.

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[6]

(c) Explain how travel agencies differ from tour operators.

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