Cambridge International AS & A Level

CANDIDATE NAME
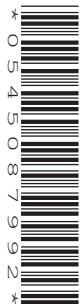
CENTRE NUMBER

CANDIDATE NUMBER

TRAVEL & TOURISM   **9395/13**

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.

[Turn over

Question 1

Refer to Fig. 1.1 (Insert), a photograph of The Forum, Rome.

(a) Explain **two** reasons why The Forum is popular with cultural tourists.

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2 ....

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[4]

(b) Explain **three** impacts of good customer service on a tourist attraction, such as The Forum.

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[6]

(c) Explain **two** reasons why product differentiation may be important for a tourist attraction.

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[6]

(d) Discuss how The Forum can be managed to conserve its cultural heritage.

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.... [9]

[Total: 25]

Question 2

(a) Explain **two** benefits to internal customers of working in a team.

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[4]

(b) Explain **three** methods that can be used to motivate internal customers.

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[6]

(c) Explain how the following customer complaints in a stadium might be resolved:

the toilets not having been cleaned ....

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other customers behaving offensively ....

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[6]

(d) Discuss how a travel and tourism organisation can improve its reputation with customers.

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.... [9]

[Total: 25]

Question 3

   (a) **(i)** Using an example, define the term 'seasonality'.

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      .... [2]

     (ii) Explain **one** problem seasonality may cause in the travel and tourism industry.

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      .... [2]

   (b) Explain **three** ways the problem of seasonality may be overcome.

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    2 ....

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    3 ....

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                                          [6]

(c) Explain **three** impacts of infrastructure development on tourist destinations.

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[6]

(d) Discuss the extent to which the tourism industry can be 'market driven'.

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[Total: 25]

Question 4

Refer to Fig. 4.1 (Insert), a graph showing visitor spending in Italy, a country in Europe.

(a) Describe the pattern of visitor spending in Italy over the years shown in Fig. 4.1. You should support your answer with data.

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(b) Explain **three** likely reasons for the changes in visitor spending in countries such as Italy.

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[6]

(c) Explain **two** likely impacts of increasing employment within the tourism sector on a destination.

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[6]

(d) Discuss the likely impacts that changing attitudes and tastes may have on the travel and tourism industry.

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[Total: 25]

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