Cambridge International AS & A Level

CANDIDATE NAME

CENTRE NUMBER

CANDIDATE NUMBER

TRAVEL & TOURISM **9395/12**

Paper 1 The Industry **October/November 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.

[Turn over

Question 1

Refer to Fig. 1.1 (Insert), information about a tour to Vietnam and Cambodia, countries in South East Asia.

(a) Suggest **one** activity/attraction offered on the tour in Fig. 1.1 that is suitable for each of the following tourist types. Give **one** reason why each is suitable.

Ecotourists ....

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Cultural tourists ....

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[4]

(b) Explain **three** ways the tour in Fig. 1.1 could be adapted for sale at a lower price.

1 ....

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2 ....

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3 ....

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[6]

(c) Suggest **two** reasons why the tour in Fig. 1.1 is only available from February to November.

1 ....

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2 ....

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[6]

(d) Discuss how political factors may have affected tourism development in LEDCs such as Vietnam and Cambodia.

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.... [9]

[Total: 25]

Question 2

Refer to Fig. 2.1 (Insert), information about health and spa tourism.

(a) (i) Define the term 'health and spa tourism'.

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.... [2]

(ii) Explain **one** likely reason for the growth of this type of tourism.

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.... [2]

(b) Explain **three** ways a spa can overcome the problem of intangibility.

1 ....

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2 ....

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3 ....

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[6]

(c) Explain **three** methods a spa can use to assess the delivery of its customer service.

1 ....

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2 ....

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3 ....

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[6]

(d) Discuss how a safe environment can be provided in a spa for external customers.

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.... [9]

[Total: 25]

Question 3

(a) Describe **two** ways a travel agency can motivate staff.

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2 ....

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[4]

(b) Explain how a travel agent may help customers under the following circumstances:

when a tour operator goes out of business before the date of the holiday

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when a natural disaster occurs during the holiday

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[6]

(c) Explain **three** reasons why some tour operators follow responsible tourism practices.

1 ....

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2 ....

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3 ....

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[6]

(d) Analyse how developments in transport technology have encouraged a growth in travel and tourism.

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[Total: 25]

Question 4

Refer to Fig. 4.1 (Insert), tourism data about China.

(a) (i) Identify the **two** largest source markets for mainland China.

1 ....

2 ....
[2]

(ii) State **two** ways that visas can control entry to a country.

1 ....

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2 ....

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[2]

(b) Explain **three** possible reasons for the low number of visitors to mainland China from Canada.

1 ....

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2 ....

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3 ....

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[6]

(c) Explain **two** likely reasons why tourism authorities may prefer visitors to take part in group tours rather than travelling independently.

1 ....

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2 ....

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[6]

(d) Discuss the economic factors that may have encouraged the growth of outbound tourism from China.

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[Total: 25]

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