

Cambridge International AS & A Level

CANDIDATE NAME					
CENTRE NUMBER			CANDIDATE NUMBER		

0545087999

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.

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

(a)	Explain two reasons why The Forum is popular with cultural tourists.
	1
	2
	[4]
(b)	Explain three impacts of good customer service on a tourist attraction, such as The Forum.
	1
	2
	3
	[6]

(c)	Explain two reasons why product differentiation may be important for a tourist attraction.
	1
	2
	[6]

(d)	Discuss how The Forum can be managed to conserve its cultural heritage.
	IO
	[9]

[Total: 25]

(a)	Explain two benefits to internal customers of working in a team.	
	1	
	2	
		[4]
(b)	Explain three methods that can be used to motivate internal customers. 1	
	2	
	3	
		[6]

(c)	Explain how the following customer complaints in a stadium might be resolved:
	the toilets not having been cleaned
	other customers behaving offensively
	[6]

(d)	Discuss how a travel and tourism organisation can improve its reputation with customers.
	[9]
	[Total: 25]

(a)	(i)	Using an example, define the term 'seasonality'.	
	(ii)	Explain one problem seasonality may cause in the travel and tourism industry.	
(b)	Exp	plain three ways the problem of seasonality may be overcome.	
	2		
	3		
			[6]

(c)	Explain three impacts of infrastructure development on tourist destinations.
	1
	2
	3
	[6]

(d)	Discuss the extent to which the tourism industry can be 'market driven'.
	[9]

[Total: 25]

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.
	[4]
(b)	Explain three likely reasons for the changes in visitor spending in countries such as Italy.
	1
	2
	3
	[6]

(c)	Explain two likely impacts of increasing employment within the tourism sector on a destination.
	1
	2
	[6]

(d)	Discuss the likely impacts that changing attitudes and tastes may have on the travel and tourism industry.
	[9

[Total: 25]

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