



Cambridge International AS & A Level

CANDIDATE
NAME

--

CENTRE
NUMBER

--	--	--	--	--

CANDIDATE
NUMBER

--	--	--	--



TRAVEL & TOURISM

9395/12

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), tourism information for Denmark, a country in Western Europe.

(a) (i) Define the term 'domestic tourism'.

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

(ii) Suggest **three** likely reasons why there has been a rise in domestic tourism between 2014 and 2019.

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

(b) Explain **three** ways the national tourism organisation for Denmark (NTO) may promote tourism.

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

(c) Describe **two** ways a non-commercial organisation may generate income.

1

.....

.....

.....

.....

.....

.....

2

.....

.....

.....

.....

.....

.....

[6]

Question 2

(a) State **four** methods that a travel agency may use to motivate staff.

1

.....

2

.....

3

.....

4

.....

[4]

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

1

.....

.....

.....

.....

2

.....

.....

.....

.....

3

.....

.....

.....

[6]

(c) The products sold by a travel agency are perishable. Explain **two** ways the problem of perishability may be overcome.

1

.....

.....

.....

.....

.....

.....

2

.....

.....

.....

.....

.....

.....

[6]

Question 3

Refer to Fig. 3.1 (Insert), tourist information about Martinique, an island in the Caribbean.

(a) Identify **four** different attractions for international tourists in Martinique.

1

.....

2

.....

3

.....

4

.....

[4]

(b) Suggest **three** likely reasons for the change in origin of international visitors to Martinique as mentioned in Fig. 3.1.

1

.....

.....

.....

.....

2

.....

.....

.....

.....

3

.....

.....

.....

[6]

(c) Explain **two** likely reasons why visitors to Martinique may use all-inclusive hotels.

1

.....

.....

.....

.....

.....

.....

2

.....

.....

.....

.....

.....

.....

[6]

Question 4

(a) (i) Define the term 'commercial organisation'.

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

(ii) Give **three** different examples of commercial organisations within the travel and tourism industry.

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

(b) Explain **three** likely changing consumer needs or expectations that may influence tourism provision in a LEDC.

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

(c) Explain **two** ways that the needs of external customers may be met by a commercial organisation in the travel and tourism industry.

1

.....

.....

.....

.....

.....

.....

2

.....

.....

.....

.....

.....

.....

[6]

BLANK PAGE

The boundaries and names shown, the designations used and the presentation of material on any maps contained in this question paper/insert do not imply official endorsement or acceptance by Cambridge Assessment International Education concerning the legal status of any country, territory, or area or any of its authorities, or of the delimitation of its frontiers or boundaries.

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in the Cambridge Assessment International Education Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cambridgeinternational.org after the live examination series.

Cambridge Assessment International Education is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of the University of Cambridge Local Examinations Syndicate (UCLES), which itself is a department of the University of Cambridge.