



Cambridge International AS & A Level

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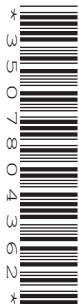
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CENTRE
NUMBER

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TRAVEL & TOURISM

9395/13

Paper 1 The Industry

May/June 2022

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.

1 (a) Describe **two** positive impacts of quality customer service on external customers at airports.

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[4]

(b) Explain how the staff at an airport may meet the needs of **each** of the following types of customers:

an elderly person with mobility issues

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a mother with a small child

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a small group of friends

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[6]

(c) Explain **two** ways an airport may look after the safety and security of its internal customers.

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[6]

(d) Discuss how airport staff could deal with customer issues caused by a flight delay.

..... [9]

[Total: 25]

2 Refer to Fig. 2.1 (Insert), photographs representing medical tourism, a type of specialised tourism.

(a) Explain **two** reasons for the growth in medical tourism.

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[4]

(b) Explain **three** benefits to destinations of offering medical tourism.

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[6]

(c) There are many other types of specialised tourism such as religious tourism.

Discuss how religious tourism might help to conserve a destination’s cultural heritage.

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3 Refer to Fig. 3.1 (Insert), global inbound tourism figures.

(a) Explain **two** ways UNWTO influences international travel and tourism.

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[4]

(b) Explain **three** economic factors that may have caused the increase in tourist arrivals.

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[6]

(c) Explain how **each** of the following characteristics of a destination appeals to visitors:

climate

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range and type of accommodation

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[6]

4 (a) (i) State **two** business objectives of a restaurant.

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[2]

(ii) Suggest **two** ways a restaurant may overcome the issue of seasonality.

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[2]

(b) Explain **three** benefits to a restaurant of using social media.

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[6]

(c) Assess the importance to a tourism organisation of observing customer interactions with staff.

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..... [6]

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