



Cambridge International AS & A Level

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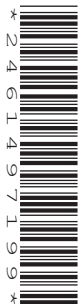
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TRAVEL & TOURISM

9395/11

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.

Question 1

Refer to Fig. 1.1 (Insert), photographs taken in the Seychelles, an island destination in the Indian Ocean.

(a) Define, using an example, the following terms:

climate change

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natural disaster

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[4]

(b) Explain **three** ways climate change may impact on the Seychelles.

1

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2

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3

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[6]

(c) Explain **three** ways the Seychelles may appeal to leisure tourists.

1

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2

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3

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[6]

(d) Discuss how the tourism industry in the Seychelles can be managed responsibly.

..... [9]

[Total: 25]

Question 2

Refer to Fig. 2.1 (Insert), tourism data about Brazil, a country in South America.

(a) (i) Define the term 'travel motivation'.

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

(ii) Suggest **three** likely travel motivations which could be included in the 'others' category.

1
2
3 [3]

(b) Explain **three** likely reasons why most visitors to Brazil come from the USA and Canada.

1
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2
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3
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..... [6]

(c) Explain **two** reasons why online sources of information are likely to be used by sports tourists.

1

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2

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[6]

Question 3

(a) State **four** ways a holiday representative may assist international tourists.

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2

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4

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[4]

(b) Explain **three** ancillary services, other than a holiday representative, a tour operator can provide for its customers.

1

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3

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[6]

(c) Explain **two** ways a hotel may deal with a complaint.

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2

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[6]

(c) Explain **two** roles of a consular service provider.

1

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2

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[6]

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