



Cambridge International AS & A Level

CANDIDATE
NAME

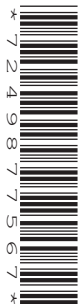
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CENTRE
NUMBER

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TRAVEL & TOURISM

9395/11

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), a photograph of Holiday Cars, a car rental company.

(a) (i) Define the term 'ancillary service'.

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

(ii) Identify **three** ancillary services offered by Holiday Cars which could be used to explore the area.

1
2
3 [3]

(b) Explain **three** likely ways Holiday Cars can satisfy the demand for budget and luxury products.

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..... [6]

(c) Explain **two** likely business objectives of a car hire company.

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[6]

Question 2

Refer to Fig. 2.1 (Insert), information about Machu Picchu, a tourist attraction in Peru. Peru is an LEDC in South America.

(a) Explain **one** reason why Machu Picchu appeals to each of the following types of tourists:

cultural tourists

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adventure tourists

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[4]

(b) Explain **three** ways the government of Peru protect Machu Picchu and the surrounding area.

1

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[6]

(c) Explain **two** benefits to an LEDC, such as Peru, of cultural tourism.

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[6]

Question 4

(a) Explain **two** benefits for staff of having respect from colleagues and managers.

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[4]

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

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[6]

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