



# Cambridge International AS & A Level

CANDIDATE NAME



CENTRE NUMBER

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## TRAVEL & TOURISM

9395/11

Paper 1 Themes and Concepts

October/November 2024

2 hours

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 75.
- 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 **12** pages. Any blank pages are indicated.





1 (a) Explain **two** reasons why business customers may prefer to use hotels close to an airport.

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2 .....

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[4]

(b) Explain **three** ways a hotel may meet the needs of business customers.

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3 .....

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[6]

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(c) Explain the impact of **each** of the following on a travel and tourism organisation:

a more efficient workforce .....

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customer loyalty.....

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[6]

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2 Refer to Fig. 2.1 (Insert), a job advertisement for the 'Tour the World Travel Group'.

(a) (i) Identify the type of integration found in the 'Tour the World Travel Group'.

..... [1]

(ii) Suggest **three** benefits of this form of integration for the 'Tour the World Travel Group'.

1 .....

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2 .....

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[3]

(b) Explain how **each** of the following can motivate internal staff of the 'Tour the World Travel Group':

promotion opportunities .....

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training courses .....

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appraisal processes .....

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[6]



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(c) Discuss the importance of online booking for a travel and tourism organisation.

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3 Refer to Fig. 3.1 (Insert), information about tourism in the Philippines.

(a) (i) Identify **two** political factors which could prevent tourism growth in a country such as the Philippines.

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2 .....

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[2]

(ii) Explain **one** way currency exchange rates can affect tourism in a destination such as the Philippines.

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..... [2]

(b) Explain **three** positive economic impacts that tourism development may have on the Philippines.

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[6]

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(c) Explain **two** ways that the use of visas can benefit a country such as the Philippines.

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