



# Cambridge International AS & A Level

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**TRAVEL & TOURISM**

**9395/11**

Paper 1 The Industry

**October/November 2023**

**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 Refer to Fig. 1.1 (Insert), information about tourism in Singapore.

(a) (i) Describe the trend shown in the data given in Fig. 1.1.

.....  
.....  
.....  
..... [2]

(ii) Other than tourism arrivals, suggest **two** types of data that might be useful to National Tourism Organisations (NTOs).

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

(b) Describe **three** characteristics of Singapore that appeal to leisure tourists.

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





2 Refer to Fig. 2.1 (Insert), a photograph of the Cévennes National Park, in the Ardèche, France.

(a) Describe **two** tourism activities likely in national parks.

1 .....

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2 .....

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[4]

(b) Describe **three** types of accommodation suitable for visitors to a national park.

1 .....

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2 .....

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3 .....

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[6]





3 Refer to Fig. 3.1 (Insert), information about the Trip and Travel Group (TAT Group), an online travel agency.

(a) (i) Define the term 'online travel agency'.

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

(ii) Identify **three** ancillary services provided by the TAT Group.

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

(b) Explain **three** reasons why travel agencies provide ancillary services.

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







4 (a) (i) Define the term 'package tourism'.

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

(ii) Suggest **three** reasons why package tourism is popular.

1 .....

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2 .....

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3 .....

..... [3]

(b) Explain **three** ways a destination may overcome the issue of intangibility.

1 .....

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2 .....

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3 .....

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..... [6]









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