



# Cambridge International AS & A Level

CANDIDATE  
NAME

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CENTRE  
NUMBER

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**TRAVEL & TOURISM**

**9395/12**

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 Refer to Fig. 1.1 (Insert), a graph showing visits to and from the UK.

(a) Compare the trends shown on the graph for visits to and from the UK.

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..... [4]

(b) Explain **three** likely reasons for domestic tourism.

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2 .....

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3 .....

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[6]





2 (a) Define the following terms and give an example of each.

Business tourism .....

.....

Example .....

Specialised tour operator .....

.....

Example .....

[4]

(b) Explain **three** ways a specialised tour operator may meet the needs of its external customers.

1 .....

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2 .....

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3 .....

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[6]

(c) Explain **two** ways travel agencies have developed to meet the changing needs of external customers.

1 .....

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2 .....

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[6]

(d) Assess how a travel agency can meet the needs of its internal customers.

..... [9]

[Total: 25]

3 Refer to Fig. 3.1 (Insert), information about specialised tourism.

(a) Explain **two** likely reasons why space tourism is becoming more popular.

1 .....

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[4]

(b) Explain **three** business objectives of a commercial organisation.

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3 .....

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[6]







4 (a) Explain how a restaurant can provide for **each** of the following customer needs:

specific dietary requirements .....

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.....  
.....

language requirements .....

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[4]

(b) Explain **three** problems restaurants may face due to poor customer service.

1 .....

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[6]

(c) Assess the most suitable method for restaurants to monitor the quality of customer service.

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[6]







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