



Cambridge International AS & A Level

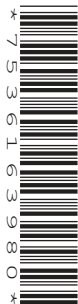
CANDIDATE
NAME

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TRAVEL & TOURISM

9395/12

Paper 1 The Industry

May/June 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), photographs of an aquarium.

(a) Explain **two** likely reasons for the appeal of aquariums to families.

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[4]

(b) Explain **three** ways mobile technology may be used by aquariums.

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[6]

(c) Explain **two** benefits of good customer service for aquariums.

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[6]

2 (a) State **four** characteristics of budget airline flights.

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- 2
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- 3
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- 4
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[4]

(b) Explain **three** ways commercial organisations generate income.

- 1
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- 2
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-
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- 3
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-
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[6]

3 Refer to Fig. 3.1 (Insert), information about Madagascar Forest Adventures (MFA), a tour operator offering responsible and sustainable tourism in Madagascar.

(a) Using examples, define the following terms:

responsible tourism

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sustainable tourism

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[4]

(b) Explain **three** ways MFA encourages responsible tourism.

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[6]

(d) Discuss how local traditions and culture may be protected by the growth of responsible and sustainable tourism.

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..... [9]
[Total: 25]

4 Refer to Fig. 4.1 (Insert), information about tourism in the USA.

(a) (i) Using data from the table, describe the pattern of visitor arrivals to the USA.

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..... [2]

(ii) State **one** example of direct employment and **one** example of indirect employment in the travel and tourism industry.

Direct

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Indirect

..... [2]

(b) Describe **three** consular services that could be provided for international tourists travelling to the USA.

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..... [6]

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