



# Cambridge International AS & A Level

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## TRAVEL & TOURISM

9395/11

Paper 1 Themes and Concepts

May/June 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 Refer to Fig. 1.1 (Insert), information about tourism in Dubai.

(a) (i) Define the term 'specialised tourism'.

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

(ii) Suggest **three** different types of specialised tourism found in Dubai.

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

(b) Explain **three** ways organisations may implement sustainable tourism strategies.

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

(c) Discuss how destinations may assist visitors with language and cultural differences.

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..... [6]

- (d)** Discuss how positive attitudes to sustainable tourism may be encouraged in local people and authorities.

[9]

[Total: 25]

2 Refer to Fig. 2.1 (Insert), information about transport in Canada.

(a) Explain the most appropriate form of transport for the following tourist types in Canada:

an educational group aged 16–18 .....

.....

.....

.....

an elderly couple visiting relatives in a city .....

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.....

[4]

(b) Explain **three** reasons why rail transport would appeal to international visitors to Canada.

1 .....

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2 .....

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3 .....

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[6]

(c) Explain **two** benefits to transport operators of being more sustainable.

1 .....

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2 .....

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[6]

**(d)** Assess the benefits of social media for rail operators such as the Rocky Mountaineer.

[9]

[Total: 25]

3 (a) (i) State **two** ways governments limit tourist numbers.

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

(ii) Explain how high crime rates may cause a decline in tourism in a destination.

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

(b) Explain **three** economic changes that may result from limiting the number of tourists to a destination.

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



(c) Explain **two** positive impacts of biometrics on border controls.

1 .....

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2 .....

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[6]

**(d)** Discuss the impact of the growth of health awareness on destinations.

[9]

[Total: 25]



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