



Cambridge International AS & A Level

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TRAVEL & TOURISM

9395/12

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 Barcelona, a city in Spain.

(a) Explain **two** reasons why people may visit Barcelona.

1

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2

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[4]

(b) Explain **three** economic benefits of tourism to Barcelona.

1

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2

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3

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[6]

(c) Discuss how major events, such as the Olympics, can lead to an increase in tourism in the future.

[6]

[6]

(d) Discuss how local people can support the growth of sustainable tourism.

[9]

[Total: 25]

2 (a) Describe **two** market research techniques used to gain feedback about levels of service in a hotel.

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[4]

(b) Explain **three** ways a hotel can assist visitors with language and cultural differences.

1

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[6]

(c) Explain **two** ways hotels can meet the health and safety needs of internal customers.

1

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2

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[6]

(d) Discuss the impacts of a tourism organisation giving good customer service.

[9]

[Total: 25]

3 Refer to Fig. 3.1 (Insert), information about Phuket, a tourism destination in Thailand.

(a) Using an example, define the following terms:

mass tourism

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ecotourism

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[4]

(b) Explain **three** negative economic changes that mass tourism may cause in a destination such as Phuket.

1

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[6]

(c) Explain **two** positive environmental impacts of tourism on destinations.

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[6]

(d) Discuss how responsible tourism behaviour can be encouraged.

[9]

[Total: 25]

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