



Cambridge International AS & A Level

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TRAVEL & TOURISM

9395/13

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 Nepal, a country in the Himalayan region of Asia.

(a) (i) Define what is meant by the term 'adventure tourism'.

..... [1]

(ii) Identify **three** tourism activities available in Nepal.

1

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2

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3

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[3]

(b) Explain **three** ways that tourists to Nepal can travel sustainably.

1

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2

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3

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[6]





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(c) Explain **two** ways the age of tourists may impact adventure tourism in destinations such as Nepal.

1

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2

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[6]





(d) Analyse how tourism authorities may encourage respect for the environment and local cultures.

[9]

[Total: 25]





2 (a) Explain **two** ways that cruise lines can keep their internal customers safe.

1

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2

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[4]

(b) Explain **three** methods cruise lines may use to assess the quality of customer service.

1

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2

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3

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[6]





(c) Discuss the reasons why cruise lines may adopt horizontal integration.

[6]

[6]





(d) Assess the benefits of social media for transport providers.

[9]

[Total: 25]





3 Refer to Fig. 3.1 (Insert), information about Thenmala, an ecotourism resort in Kerala, India.

(a) (i) Identify **two** ecotourism activities available in Thenmala.

1

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2

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[2]

(ii) Suggest **two** types of accommodation that would be suitable for an ecotourism resort.

1

2

[2]

(b) Explain **three** ways Thenmala helps to preserve local culture.

1

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[6]





(c) Explain **two** negative environmental impacts of tourism.

1

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[6]





(d) Discuss the positive economic impacts of ecotourism.

[9]

[Total: 25]





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