



## Cambridge International AS & A Level

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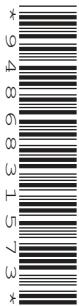


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### TRAVEL & TOURISM

9395/11

Paper 1 Themes and Concepts

May/June 2025

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 (a) Describe **two** standards a hotel can use to ensure quality customer service by reception staff.

1 .....

.....

.....

2 .....

.....

.....

[4]

(b) Explain **three** benefits to external customers of good customer service.

1 .....

.....

.....

2 .....

.....

.....

3 .....

.....

.....

[6]





**(c)** Explain **one** benefit of each of the following for internal customers of a hotel:

a safe working environment .....

.....  
.....  
.....  
.....  
.....

training .....

.....  
.....  
.....  
.....  
.....

[6]





(d) Discuss how hotels could be affected by changing values and attitudes of customers.

[9]

[Total: 25]





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2 Refer to Fig. 2.1 (Insert), information about Six Senses, an ecotourism resort.

(a) (i) Define the following terms:

ecotourism .....

sustainable tourism .....

[2]

(ii) State **two** features of an all-inclusive package.

1 .....

2 .....

[2]

(b) Explain **three** ways Six Senses benefits local people.

1 .....

.....

.....

2 .....

.....

.....

3 .....

.....

.....

[6]





(c) Discuss the problems that may result from overtourism.

[6]





[9]

[Total: 25]





3 Refer to Fig. 3.1. (Insert), photographs of pilgrimages.

(a) (i) Using an example, define the term 'pilgrimage'.

.....  
.....  
.....  
.....

[2]

(ii) Other than a pilgrimage, give **two** reasons people travel.

1 .....

2 .....

[2]

(b) Explain **one** way that destinations may meet the specific needs of the following types of customer:

groups .....

.....  
.....  
.....  
.....

people with sensory needs .....

.....  
.....  
.....  
.....

visitors with language differences .....

.....  
.....  
.....  
.....

[6]





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(c) Explain **three** features of a cultural destination.

1 .....

.....

.....

2 .....

.....

.....

3 .....

.....

.....

[6]





(d) Discuss the reasons why educating tourists is important before they take part in a pilgrimage.

[9]

[Total: 25]





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