



Cambridge International AS & A Level

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TRAVEL & TOURISM

9395/12

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 Refer to Fig. 1.1 (Insert), photographs of conference venues.

(a) (i) Other than attending conferences, give **two** examples of business tourism.

- 1
- 2 [2]

(ii) Suggest **two** facilities a conference venue provides for business tourists.

- 1
- 2 [2]

(b) Explain **three** ways business tourists can use technological advances.

- 1 [6]
- 2
- 3





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

1

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2

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[6]



[9]

[Total: 25]



2 Refer to Fig. 2.1 (Insert), information about the Taj Mahal.

(a) Suggest **four** benefits to local people of maintaining the Taj Mahal as a visitor attraction.

- 1
- 2
- 3
- 4

[4]

(b) Describe how each of the following contributes to the sustainable management of the Taj Mahal:

- installing an air quality monitoring system
- limiting ticket numbers to a daily maximum of 40 000
- varying ticket prices for different routes around the site

[6]



[6]



[9]

[Total: 25]



3 (a) (i) Define the term 'tour operator'.

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

(ii) Give **three** benefits to tourists of using local guides.

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

(b) Explain **three** ways an adventure tour operator can manage the health and safety of their internal customers.

1
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2
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3
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..... [6]





(c) Explain **two** reasons why quality customer service is important to external customers.

1

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2

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[6]



[9]





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