



## 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 .....

.....

.....

2 .....

.....

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3 .....

.....

.....

[6]





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

1 .....

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.....

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2 .....

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[6]





(d) Assess the suitability of the venues shown in Fig. 1.1 for business tourism events.

[9]

[Total: 25]





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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]





(c) Discuss the benefits of online booking to visitors of the Taj Mahal.

[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 .....

.....

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]

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

1 .....

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2 .....

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[6]





(d) Discuss the impacts on remote areas of sustainable tourism developments.

[9]

[Total: 25]



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