



Cambridge International AS & A Level

CANDIDATE
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TRAVEL & TOURISM

9395/13

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), information about Niagara Falls.

(a) (i) State the type of attraction shown in Fig. 1.1.

..... [1]

(ii) Suggest **three** reasons why people travel to Niagara Falls.

1

.....

2

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3

.....

[3]

(b) Explain **three** reasons visitor attractions use online booking.

1

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2

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3

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[6]





[6]

[6]





(d) Discuss why a knowledge of procedures, routines and performance standards is important for internal customers.

[9]

[Total: 25]





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2 Refer to Fig. 2.1 (Insert), information about Japan.

(a) (i) Define the term 'domestic tourism'.

..... [1]

(ii) State **three** benefits of domestic tourism for Japan.

1

2

3

[3]

(b) Explain **three** benefits of rail transport for visitors to Japan.

1

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2

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3

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[6]





(c) Explain **two** reasons why the majority of international tourists to Japan come from other Asian countries.

1

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2

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[6]

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[9]

[Total: 25]





3 (a) Explain **two** ways restaurants can motivate their internal customers.

1

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2

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[4]

(b) Describe **three** ways a restaurant may meet the needs of families.

1

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2

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3

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[6]





(c) Explain **two** ways a restaurant can be sustainable.

1

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2

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[6]





(d) Assess how the growth of sustainable tourism is influenced by the media.

[9]

[Total: 25]





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