



Cambridge International AS & A Level

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TRAVEL & TOURISM

9395/12

Paper 1 The Industry

October/November 2023

2 hours 30 minutes

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 100.
- 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 **16** pages. Any blank pages are indicated.

1 Refer to Fig. 1.1 (Insert), a photograph of adventure tourism.

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

.....
 [1]

(ii) State **three** water-based adventure tourism activities.

1
 2
 3 [3]

(b) Describe **three** characteristics of the area shown in Fig. 1.1 that would appeal to leisure tourists.

1

 2

 3

 [6]

(c) Explain **two** social factors which have encouraged the development of adventure tourism.

1

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2

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[6]

(d) Discuss how adventure tourism may be managed responsibly.

[9]

[Total: 25]

2 (a) Describe **two** products a gallery might offer customers.

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2

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[4]

(b) Explain **three** ways a gallery may meet the needs of its internal customers.

1

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[6]

- (c) Evaluate focus groups as a technique to assess the quality of customer service in a gallery.

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..... [6]

(d) Assess how changes in attitudes and tastes have affected the tourism industry.

[9]

[Total: 25]

3 Refer to Fig. 3.1 (Insert), data on tourism arrivals to Spain, a country in Europe.

(a) (i) Identify the country with most visitors to Spain.

..... [1]

(ii) Suggest **three** reasons for the high numbers of visitors to Spain from that country.

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[3]

(b) Explain **three** disadvantages to tourists of travelling to Spain by car.

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[6]

(c) Analyse how changes in currency exchange rates may impact a destination.

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..... [6]

(d) Discuss the importance of transport providers improving the transport they offer.

[9]

[Total: 25]

4 (a) (i) Define the term 'VFR tourism'.

.....
 [1]

(ii) State **three** benefits to destinations of VFR tourism.

1

 2

 3
 [3]

(b) Describe **three** characteristics of urban destinations that appeal to business tourists.

1

 2

 3

 [6]

(c) Explain **three** ways the issue of seasonality may be overcome.

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[6]

(d) Discuss the impacts of mobile technology on travel and tourism organisations.

[9]

[Total: 25]

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