



## **Cambridge International AS & A Level**

CANDIDATE  
NAME

CENTRE  
NUMBER

--	--	--	--	--

CANDIDATE  
NUMBER

--	--	--	--



### **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 .....

.....

.....

.....

2 .....

.....

.....

.....

.....

[6]

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

[9]

[Total: 25]

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

1 .....

.....

.....

2 .....

.....

.....

[4]

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

1 .....

.....

.....

2 .....

.....

.....

3 .....

.....

.....

[6]

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

[6]

[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.

1 .....

.....

2 .....

.....

3 .....

.....

[3]

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

1 .....

.....

.....

2 .....

.....

.....

3 .....

.....

.....

[6]

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

[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.

1 .....

.....

.....

2 .....

.....

.....

3 .....

.....

.....

[6]

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

[9]

[Total: 25]





## BLANK PAGE

---

The boundaries and names shown, the designations used and the presentation of material on any maps contained in this question paper/insert do not imply official endorsement or acceptance by Cambridge Assessment International Education concerning the legal status of any country, territory, or area or any of its authorities, or of the delimitation of its frontiers or boundaries.

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in the Cambridge Assessment International Education Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at [www.cambridgeinternational.org](http://www.cambridgeinternational.org) after the live examination series.

Cambridge Assessment International Education is part of Cambridge Assessment. Cambridge Assessment is the brand name of the University of Cambridge Local Examinations Syndicate (UCLES), which is a department of the University of Cambridge.