



Cambridge International AS & A Level

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TRAVEL & TOURISM

9395/12

Paper 1 Themes and Concepts

October/November 2024

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 the Lake District, a national park in England.

(a) (i) Define the term 'national park'.

..... [1]

(ii) Other than water sports, suggest **three** tourist activities that would be appropriate in the Lake District.

1

.....

2

.....

3

.....

[3]

(b) Explain **three** problems that tourism may cause for the people living in a national park.

1

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.....

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2

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.....

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3

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.....

.....

[6]





(c) Assess which type of accommodation may be most appropriate for outdoor enthusiasts.

[6]

[6]





(d) Discuss the ways tourism in a national park, such as the Lake District, may be managed sustainably.

[9]

[Total: 25]





2 (a) Using an example, define the following terms:

horizontal integration

.....

.....

vertical integration

.....

.....

[4]

(b) Explain **three** advantages to customers of using a travel agent.

1

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2

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3

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[6]





(c) Explain **two** benefits to tourism organisations of horizontal integration.

1

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2

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[6]

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(d) Evaluate the most suitable customer feedback techniques for travel agencies to assess the quality of customer service.

[9]

[Total: 25]





3 Refer to Fig. 3.1 (Insert), information about ecotourism in Jordan, a country in the Middle East.

(a) (i) Define the following terms:

responsible tourism

.....

sustainable tourism

.....

[2]

(ii) Suggest **two** groups who contribute to conservation in Jordan.

1

.....

2

.....

[2]

(b) Explain **one way each** of the following contributes to sustainable tourism:

purchase of local products

.....

.....

respect the culture and traditions of the local community

.....

.....

use of water conservation practices

.....

.....

.....

[6]





DO NOT WRITE IN THIS MARGIN

(c) Explain **three** social impacts of ecotourism in Jordan.

1

.....

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2

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3

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[6]

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(d) Discuss the impact on tourism organisations of changing tourist attitudes to sustainable tourism.

[9]

[Total: 25]



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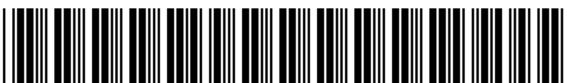
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