



Cambridge International AS & A Level

TRAVEL & TOURISM

9395/11

Paper 1 Themes and Concepts

May/June 2025

INSERT

2 hours

INFORMATION

- This insert contains all the figures referred to in the questions.
- You may annotate this insert and use the blank spaces for planning. **Do not write your answers** on the insert.



This document has 4 pages. Any blank pages are indicated.

Six Senses is an ecotourism resort in Fiji which provides all-inclusive packages. Fiji is an island nation in the South Pacific.

Six Senses has a number of sustainability programmes, including:

- conservation of energy
- producing 100% of the resort's energy from solar power
- conservation and careful use of rainwater
- growing only organic produce from sustainable sources to reduce carbon footprint
- maintaining protected areas for critically endangered native species
- employing local people throughout the resort
- developing infrastructure projects which will benefit both local people and tourists.

Six Senses also collaborates with Rise Beyond the Reef. Rise Beyond the Reef is an organisation that works with women in remote communities. It teaches them to create marketable products using traditional skills, such as basket weaving. These products are used in the resort and many are sold in the resort shops. The profit from these products helps to reduce poverty in the local community.

Fig. 2.1

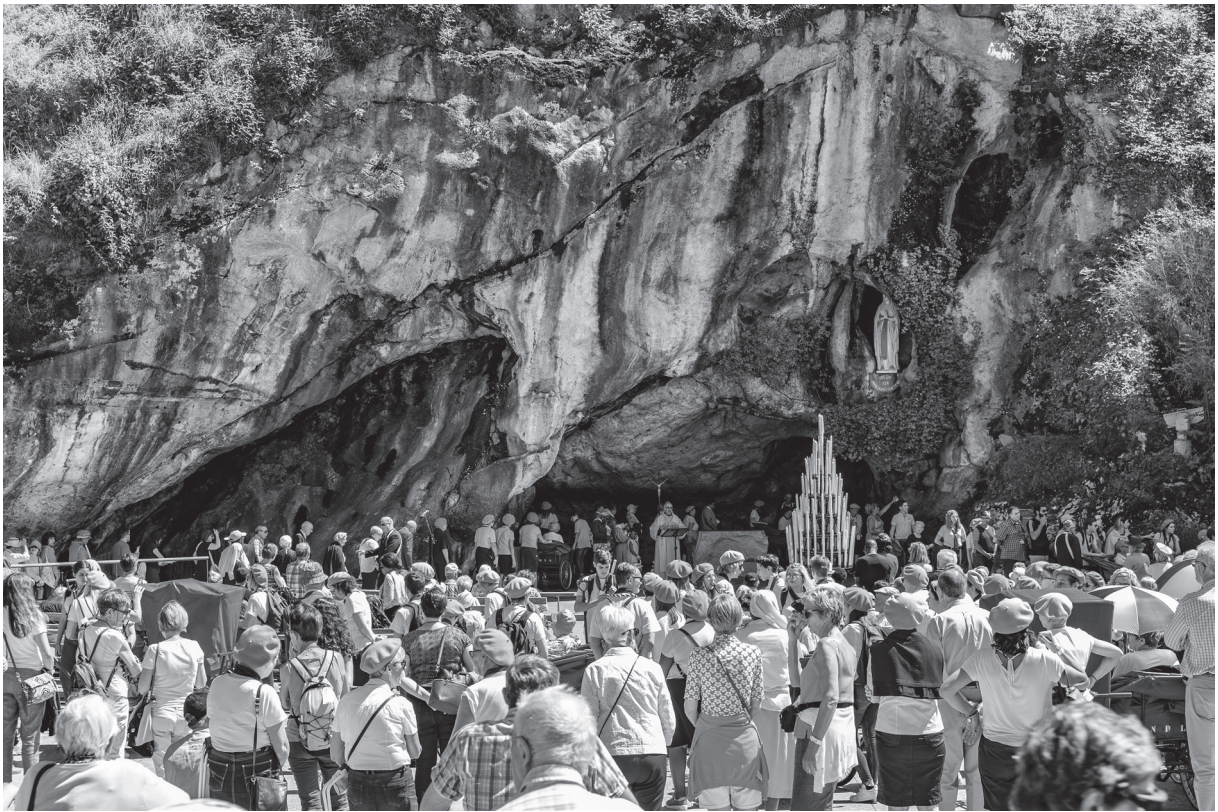
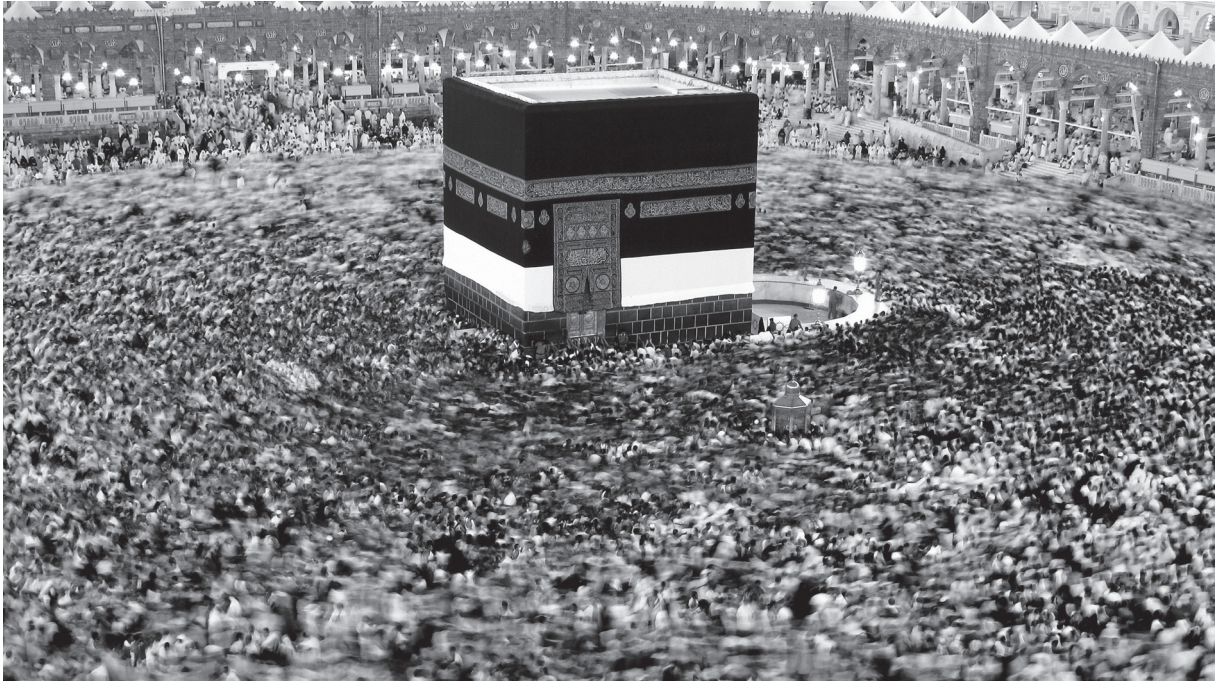


Fig. 3.1

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