



Cambridge International AS & A Level

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TRAVEL & TOURISM

9395/11

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 (a) Describe **two** standards a hotel can use to ensure quality customer service by reception staff.

1

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2

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[4]

(b) Explain **three** benefits to external customers of good customer service.

1

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2

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3

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[6]





(c) Explain **one** benefit of each of the following for internal customers of a hotel:

a safe working environment

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.....

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.....

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training

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.....

.....

[6]



[9]

[Total: 25]



2 Refer to Fig. 2.1 (Insert), information about Six Senses, an ecotourism resort.

(a) (i) Define the following terms:

ecotourism

.....

sustainable tourism

.....

[2]

(ii) State **two** features of an all-inclusive package.

1

2

[2]

(b) Explain **three** ways Six Senses benefits local people.

1

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2

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[6]



[6]



[9]

[Total: 25]



3 Refer to Fig. 3.1. (Insert), photographs of pilgrimages.

(a) (i) Using an example, define the term 'pilgrimage'.

.....

.....

.....

..... [2]

(ii) Other than a pilgrimage, give **two** reasons people travel.

1

2 [2]

(b) Explain **one** way that destinations may meet the specific needs of the following types of customer:

groups

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.....

.....

people with sensory needs

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.....

visitors with language differences

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.....

..... [6]





(c) Explain **three** features of a cultural destination.

1

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[6]



[9]





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