



# Cambridge International AS & A Level

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## TRAVEL & TOURISM

9395/11

Paper 1 Themes and Concepts

October/November 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 Refer to Fig. 1.1 (Insert), photographs of an exhibition centre.

(a) (i) Suggest a type of tourism that may be associated with exhibition centres.

..... [1]

(ii) Suggest **three** reasons why the venue shown in Fig. 1.1 is suitable for exhibitions.

1 .....

.....

2 .....

.....

3 .....

.....

[3]

(b) Explain **three** ways hotels can meet the needs of tourists visiting an exhibition.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

3 .....

.....

.....

.....

[6]





(c) Explain **two** ways the exhibition centre shown in Fig. 1.1 may be managed sustainably.

1 .....

.....

.....

.....

.....

.....

2 .....

.....

.....

.....

.....

.....

[6]





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2 (a) Identify **four** needs that external customers of tourist information centres may have.

- 1 .....
- .....
- 2 .....
- .....
- 3 .....
- .....
- 4 .....
- .....

[4]

(b) Explain **three** impacts of good customer service on a tourism organisation.

- 1 .....
- .....
- .....
- .....
- 2 .....
- .....
- .....
- .....
- 3 .....
- .....
- .....
- .....

[6]





(c) Explain how the following impact global tourism:

disease epidemics .....

.....

.....

.....

.....

.....

disasters .....

.....

.....

.....

.....

.....

[6]





**(d)** Discuss how horizontal integration has affected the travel and tourism industry.

[9]

[Total: 25]





3 Refer to Fig. 3.1 (Insert), information about travelling from the UK to France.

(a) (i) Define the following terms:

outbound tourism .....  
.....  
inbound tourism .....  
..... [2]

(ii) Suggest **two** reasons why self-catering accommodation is popular for tourists.

1 .....  
.....  
2 .....  
..... [2]

(b) Explain **three** reasons why visitors from the UK may prefer to use their cars to travel to France.

1 .....  
.....  
.....  
.....  
2 .....  
.....  
.....  
.....  
3 .....  
.....  
.....  
..... [6]







**(c)** Discuss why rail travel is a responsible form of transport.

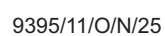
[6]





[9]

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