



Cambridge International AS & A Level

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TRAVEL & TOURISM

9395/12

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), information about tourism in Belize.

(a) (i) Define the term 'adventure tourism'.

..... [1]

(ii) Identify **three** types of adventure tourism activities possible in Belize.

1

2

3

[3]

(b) Explain **three** reasons why it is important for adventure tourists to follow codes of conduct.

1

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2

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3

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[6]



(c) Discuss why Belize may appeal to cultural tourists.

[6]

[6]



(d) Discuss the most responsible forms of transport for visitors to use in destinations.

[9]

[Total: 25]



2 (a) (i) Define the following terms:

tourism generating area

tourism receiving area

[2]

(ii) Suggest **two** economic factors which may encourage tourism growth.

1

2

[2]

(b) Explain **three** benefits to tourists of ticketless travel.

1

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2

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3

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[6]

(c) Discuss how changing values and attitudes in tourists encourages sustainable tourism.

[6]

[6]



(d) Discuss how customer service standards can be assessed through the use of social media.

[9]

[Total: 25]



3 Refer to Fig. 3.1 (Insert), information about Packaged just for you, a tour operator.

(a) (i) Define the term 'packaged holiday'.

..... [1]

(ii) Identify **three** features of a holiday provided by Packaged just for you.

1

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2

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3

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[3]

(b) Explain **three** reasons for the rise in independent travel.

1

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[6]



(c) Explain **three** benefits of vertical integration for tour operators.

1

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[6]



(d) Discuss the impacts on tour operators of customers being more aware of sustainability.

[9]

[Total: 25]



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