



# Cambridge International AS & A Level

CANDIDATE  
NAME

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**TRAVEL & TOURISM**

**9395/12**

Paper 1 The Industry

**October/November 2023**

**2 hours 30 minutes**

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 100.
- 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 **16** pages. Any blank pages are indicated.

1 Refer to Fig. 1.1 (Insert), a photograph of adventure tourism.

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

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

(ii) State **three** water-based adventure tourism activities.

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

(b) Describe **three** characteristics of the area shown in Fig. 1.1 that would appeal to leisure tourists.

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

(c) Explain **two** social factors which have encouraged the development of adventure tourism.

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[6]



2 (a) Describe **two** products a gallery might offer customers.

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[4]

(b) Explain **three** ways a gallery may meet the needs of its internal customers.

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[6]

(c) Evaluate focus groups as a technique to assess the quality of customer service in a gallery.

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3 Refer to Fig. 3.1 (Insert), data on tourism arrivals to Spain, a country in Europe.

(a) (i) Identify the country with most visitors to Spain.

..... [1]

(ii) Suggest **three** reasons for the high numbers of visitors to Spain from that country.

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[3]

(b) Explain **three** disadvantages to tourists of travelling to Spain by car.

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[6]



(c) Analyse how changes in currency exchange rates may impact a destination.

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4 (a) (i) Define the term 'VFR tourism'.

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..... [1]

(ii) State **three** benefits to destinations of VFR tourism.

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

(b) Describe **three** characteristics of urban destinations that appeal to business tourists.

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..... [6]

(c) Explain **three** ways the issue of seasonality may be overcome.

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[6]

(d) Discuss the impacts of mobile technology on travel and tourism organisations.

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[9]

[Total: 25]





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