

Cambridge International AS & A Level

CANDIDATE NAME					
CENTRE NUMBER			CANDIDATE NUMBER		

TRAVEL & TOURISM 9395/01

Paper 1 Themes and Concepts

For examination from 2024

SPECIMEN PAPER 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 10 pages.

Rei	er to Fig. 1.1 (Insert), information about Safari Tours, an eco-friendly tour operator.	
(a)	Describe two characteristics of this eco-friendly holiday.	
	1	
	2	
		[4]
(b)	Explain three reasons why Safari Tours might protect the environment.	
	1	
	2	
	3	
	J	
		[6]

(c)	Explain two ways the Safari Tours holiday shown in Fig. 1.1 can be managed sustainably.
	1
	2
	[6]

(d)	Assess how a tourism organisation may use social media.
	[9]
	[Total: 25]

2	(a)	State two different types of internal customer of a hotel. Give an example of each type.
		internal customer 1
		example
		internal customer 2
		example
		[4
	(b)	Explain three ways a hotel can meet the needs of its external customers.
		1
		2
		3

Evaluate the most suitable way for a notel to assess the quality of its customer service.	
	ī6

(d)	Assess how a safe working environment can be created for hotel staff.								
	[9]								
	[Total: 25]								

(a) (i	i)	Define what is meant by the term 'cultural tourist'.	
(ii	-	Identify three services provided for tourists at the Valley of the Kings.	
		1	
		2	
		3	
(b) E	Expl	ain how the following methods protect the tombs from the impact of tourism.	
	glas:	ain how the following methods protect the tombs from the impact of tourism. s screens	
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(c)	Explain one way the Valley of the Kings could appeal to each of the following external customer types.
	educational groups
	people with mobility needs
	visitors with language differences
	[6]

(d)	Evaluate industry.	how	increasing	sustainability	awareness	has	changed	the	travel	and	tourism
										[]	otal: 25]

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