



# Cambridge International AS & A Level

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**TRAVEL & TOURISM**

**9395/11**

Paper 1 Themes and Concepts

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## INFORMATION

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**Tour the World Travel Group**

Seeks new employees!

Are you interested in a career in the travel and tourism industry?

If so—then come and join the

'Tour the World Travel Group'

We have a variety of job roles available in our family of companies.

Join our Airline 'Fly Tours'—we are looking for pilots and cabin crew.

Sell our holidays via our website and in-store through our company travel agency.

Or help to run our newly acquired hotel chain.

We will provide the following:

Excellent rates of pay

Bonuses

Promotion opportunities

Training schemes

Plus many other benefits

**Fig. 2.1**

The Philippines is a Pacific island country in Asia. Tourism is an important sector in the economy of the Philippines. The main tourist attraction is the biodiversity of the islands. There is a rich cultural and historic heritage.

The Philippines is not as popular with tourists as other Asian countries such as Vietnam, Cambodia, Thailand and Singapore. This may be due to political and social issues, such as social unrest and poverty.

In 2015 there were 5 million people employed in the Philippines' tourism sector. There were 5.4 million visitors in 2015 increasing to 8.3 million by 2019 after a successful tourism campaign. Tourist numbers are continuing to increase as the industry recovers from the pandemic.

**Fig. 3.1**

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