



Cambridge International AS & A Level

CANDIDATE NAME



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TRAVEL & TOURISM

9395/12

Paper 1 Themes and Concepts

October/November 2024

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 the Lake District, a national park in England.

(a) (i) Define the term 'national park'.

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

(ii) Other than water sports, suggest **three** tourist activities that would be appropriate in the Lake District.

1
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2
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3
..... [3]

(b) Explain **three** problems that tourism may cause for the people living in a national park.

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(c) Assess which type of accommodation may be most appropriate for outdoor enthusiasts.

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2 (a) Using an example, define the following terms:

horizontal integration

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vertical integration

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[4]

(b) Explain **three** advantages to customers of using a travel agent.

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(c) Explain **two** benefits to tourism organisations of horizontal integration.

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(d) Evaluate the most suitable customer feedback techniques for travel agencies to assess the quality of customer service.

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3 Refer to Fig. 3.1 (Insert), information about ecotourism in Jordan, a country in the Middle East.

(a) (i) Define the following terms:

responsible tourism

.....

sustainable tourism

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[2]

(ii) Suggest **two** groups who contribute to conservation in Jordan.

1

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2

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[2]

(b) Explain **one** way **each** of the following contributes to sustainable tourism:

purchase of local products

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respect the culture and traditions of the local community

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use of water conservation practices

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[6]

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(c) Explain **three** social impacts of ecotourism in Jordan.

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