



# Cambridge International AS & A Level

CANDIDATE NAME						
CENTRE NUMBER				CANDIDATE NUMBER		

Paper 1 Themes and Concepts

**TRAVEL & TOURISM** 

9395/12

October/November 2024

2 hours

You must answer on the question paper.

You will need: Insert (enclosed)

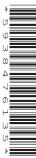
#### **INSTRUCTIONS**

- 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.
  - Define the term 'national park'. Other than water sports, suggest three tourist activities that would be appropriate in the Lake District. [3] **(b)** Explain **three** problems that tourism may cause for the people living in a national park.

3 ......

[6]



		3	
(c)	Assess which type of accommodation m	nay be most appropriate for	outdoor enthusiasts.

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* 0	00080000004 *
(d)	Discuss the ways tourism in a national park, such as the Lake District, may be managed sustainably.

[Total: 25]



(b)



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

horizontal integration
tical integration
vertical integration
[4]
Explain <b>three</b> advantages to customers of using a travel agent.
1
2
3
[6]

5

[Turn over

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

1	
2	
	[6]



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

[Total: 25]

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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	
			 [2]
	(ii)	Suggest <b>two</b> groups who contribute to conservation in Jordan.	
		1	
		2	
			 [2]
(b)	Ехр	lain <b>one</b> way <b>each</b> of the following contributes to sustainable tourism:	
	puro	chase of local products	
	resp	pect the culture and traditions of the local community	
	use	of water conservation practices	
			[6]

(	(c)	Explain	three so	cial impacts	s of ecoto	ourism ir	n Jordan
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	•••
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S	
	 [6]

	0000000010			
(d) 🗅	iscuss the	impact	on to	uris

Discuss the impact on tourism organisations of changing tourist attitudes to sustainable tourism.
[9]

[Total: 25]



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