

Cambridge International AS & A Level

TRAVEL & TOURISM**9395/11**

Paper 1 Themes and Concepts

May/June 2026

INSERT

2 hours

INFORMATION

- This insert contains all the figures referred to in the questions.
- You may annotate this insert and use the blank spaces for planning. **Do not write your answers** on the insert.



This document has **4** pages. Any blank pages are indicated.

Figure 1.1 for Question 1

Madeira Island Tours

Madeira is a group of islands in the North Atlantic Ocean. It is a plant lovers' paradise. Madeira is known all over the world for its flowers and the Laurel Forest, a UNESCO site. Madeira has been named the World's Leading Island Destination by the World Travel Awards.

During your trip you can explore the island and experience its renowned flower festival. You will stay in Funchal, the capital city of Madeira. Funchal is also the cultural and commercial centre of the islands.

You will stay in a luxurious, all-inclusive 5-star hotel which reduces water consumption and waste and encourages recycling. You can also choose to book guided tours to the local markets, Funchal's cathedral, the botanical gardens or a traditional textile factory. For a truly authentic experience of Madeiran culture, we can arrange for you to visit a local family and enjoy a meal with them.

Your holiday package also includes return flights from your local airport, hotel transfers and the services of our local guides.

Figure 2.1 for Question 2

The Travel Sustainability Badge

A recent report shows that 76% of people want to travel more sustainably on their next trip. However, 60% of those think that the available sustainable options are too expensive, and some people are unable to find sustainable tour operators.

The majority of people are not aware of what sustainable options are available to them. To increase awareness of sustainable options the Travel Sustainability Badge has been introduced. Over half a million organisations worldwide have received the Travel Sustainability Badge in recognition of their sustainable practices and affordability.

These badges are given to tourism organisations with excellent sustainable practices in five key areas:

- recycling waste
- reducing energy use
- conserving water
- supporting local communities
- protecting nature.

By supporting these organisations tourists contribute to sustainability.

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