



Cambridge International AS & A Level

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TRAVEL & TOURISM

9395/11

Paper 1 Themes and Concepts

May/June 2026

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. Do **not** use correction fluid or tape.
- 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 Figure 1.1 (Insert), information about a package holiday to Madeira.

(a) Explain why **each** of the following would appeal to cultural tourists:

Funchal's cathedral

.....

.....

.....

traditional textile factory

.....

.....

.....

[4]

(b) Explain **three** advantages of a package holiday for single travellers.

1

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2

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.....

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3

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[6]



(c) Explain **one** advantage of **each** of the following responsible tourism practices in a destination:

using local suppliers

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.....

.....

educating tourists

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.....

.....

encouraging walking tours

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.....

.....

[6]



DO NOT WRITE IN THIS MARGIN

DO NOT WRITE IN THIS MARGIN

[9]

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2 Refer to Figure 2.1 (Insert), information about the Travel Sustainability Badge.

(a) Explain **two** reasons homestays appeal to tourists.

1

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2

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[4]

(b) Explain how the following may contribute to sustainable tourism:

recycling waste

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reducing energy use

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[6]





- (c)** Discuss how the Travel Sustainability Badge helps tourism organisations promote their sustainable products and services.

[6]





(d) Discuss how hotels have adapted to the changing attitudes of tourists towards sustainability.

[9]

[Total: 25]





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

external customer

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internal customer

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[4]

(b) Explain **three** ways a tourism organisation may meet the needs of educational groups.

1

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2

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3

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[6]



(c) Explain how **each** of the following can be used to assess the quality of customer service in a theme park:

mystery shoppers

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focus groups

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survey

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[6]



(d) Discuss the impacts on tourism organisations of providing poor customer service.

[9]

[Total: 25]







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