



Cambridge International AS & A Level

CANDIDATE
NAMECENTRE
NUMBER

--	--	--	--	--

CANDIDATE
NUMBER

--	--	--	--

TRAVEL & TOURISM

9395/13

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 tour to Bologna, a city in Italy.

(a) Explain **two** benefits to the tour operator of offering ancillary services.

1

.....

.....

.....

.....

2

.....

.....

.....

[4]

(b) Explain **three** ways the tour in Figure 1.1 can encourage social sustainability.

1

.....

.....

.....

.....

2

.....

.....

.....

.....

3

.....

.....

.....

[6]





(c) Explain **two** ways the tour in Figure 1.1 can help protect the local environment.

1

.....

.....

.....

.....

.....

2

.....

.....

.....

.....

.....

[6]





(d) Discuss the importance of customer satisfaction.

[9]

[Total: 25]





2 Refer to Figure 2.1 (Insert), information about Le Shuttle.

(a) Explain **two** advantages to passengers of using Le Shuttle.

1

.....

.....

.....

.....

2

.....

.....

.....

[4]

(b) Explain **three** ways Le Shuttle is an environmentally responsible form of transport.

1

.....

.....

.....

.....

2

.....

.....

.....

.....

3

.....

.....

.....

[6]





(c) Discuss how transport providers ensure the safety of their external customers.

[6]





(d) Discuss how transport providers support tourists with specific needs.

[9]

[Total: 25]





3 (a) Explain **two** reasons why governments may choose to limit tourist numbers.

1

.....

.....

.....

2

.....

.....

.....

[4]





(b) Explain **three** ways that VFR tourism could benefit destinations.

1

.....

.....

.....

.....

2

.....

.....

.....

.....

3

.....

.....

.....

[6]





(c) Explain **two** ways social media can affect global tourism flows.

1

.....

.....

.....

.....

.....

.....

.....

2

.....

.....

.....

.....

.....

.....

.....

[6]





[9]

9395/13/M/J/26





The boundaries and names shown, the designations used and the presentation of material on any maps contained in this question paper/insert do not imply official endorsement or acceptance by Cambridge International Education concerning the legal status of any country, territory, or area or any of its authorities, or of the delimitation of its frontiers or boundaries.

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (Cambridge University Press & Assessment) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in our Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cambridgeinternational.org after the live examination series.

Cambridge International Education is the name of our awarding body and a part of Cambridge University Press & Assessment, which is a department of the University of Cambridge.

