



Cambridge International AS & A Level

CANDIDATE
NAME

CENTRE
NUMBER

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NUMBER

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TRAVEL & TOURISM

9395/01

Paper 1 Themes and Concepts

For examination from 2024

SPECIMEN PAPER

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 **10** pages.

1 Refer to Fig. 1.1 (Insert), information about Safari Tours, an eco-friendly tour operator.

(a) Describe **two** characteristics of this eco-friendly holiday.

1

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2

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[4]

(b) Explain **three** reasons why Safari Tours might protect the environment.

1

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2

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3

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[6]

(c) Explain **two** ways the Safari Tours holiday shown in Fig. 1.1 can be managed sustainably.

1

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2

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[6]

2 (a) State **two** different types of internal customer of a hotel. Give an example of each type.

internal customer 1

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example

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internal customer 2

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example

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[4]

(b) Explain **three** ways a hotel can meet the needs of its external customers.

1

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2

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3

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[6]

(c) Evaluate the most suitable way for a hotel to assess the quality of its customer service.

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..... [6]

3 Refer to Fig. 3.1 (Insert), information about the Valley of the Kings in Egypt.

(a) (i) Define what is meant by the term 'cultural tourist'.

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..... [1]

(ii) Identify **three** services provided for tourists at the Valley of the Kings.

1
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2
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3
..... [3]

(b) Explain how the following methods protect the tombs from the impact of tourism.

glass screens
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rota system
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limited ticket availability
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..... [6]

(c) Explain **one** way the Valley of the Kings could appeal to each of the following external customer types.

educational groups

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people with mobility needs

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visitors with language differences

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[6]

