



Cambridge International AS & A Level

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TRAVEL & TOURISM

9395/12

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), photographs of sports tourism.

(a) Explain **two** ways weather and climate may impact sports tourism.

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2

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[4]

(b) Explain how **each** of the following have had an impact on sports tourism:

disease epidemics

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levels of disposable income

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social and political unrest

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[6]





(c) Explain **two** ways a sports stadium may meet the health and safety needs of its external customers.

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[6]



DO NOT WRITE IN THIS MARGIN



2 (a) (i) Define the term 'independent travel'.

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..... [1]

(ii) Suggest **three** reasons for the growth of independent travel.

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(b) Explain **three** ways social media can benefit an independent traveller.

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2
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(c) Discuss how the use of biometrics may make travel easier.

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(d) Discuss how independent travel can be a sustainable form of tourism.

[9]

[Total: 25]



3 Refer to Figure 3.1 (Insert), an advert for All You Want Destinations.

(a) Explain **two** possible negative impacts on tourists of staying in an all-inclusive resort.

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[4]

(b) Explain **three** customer feedback methods suitable for use in an all-inclusive resort.

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[6]



(c) Explain **two** ways all-inclusive resorts could encourage responsible behaviour in their guests.

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[6]



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[9]

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