



Cambridge International AS & A Level

CANDIDATE
NAME

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CENTRE
NUMBER

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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.

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2

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[4]

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

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[6]



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

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[6]

[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]



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[6]



[9]

[9]

[Total: 25]

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

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[4]



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

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[6]



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

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[6]





(d) Discuss how changes in family structures have impacted the tourism industry.

[9]

[Total: 25]





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