



Cambridge International AS & A Level

TRAVEL & TOURISM

9395/12

Paper 1 The Industry

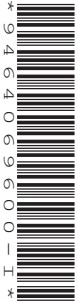
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INSERT

2 hours 30 minutes

INFORMATION

- This insert contains all the figures referred to in the questions.
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This document has **4** pages. Any blank pages are indicated.

Fig. 2.1 for Question 2



Fig. 2.1

Fig. 4.1 for Question 4

Recent information from cruise lines suggests that there are increasing numbers of older tourists who want to take part in adventure tourism activities as part of their cruise itinerary. Many cruise lines have adapted their excursions in response to this demand. New excursions offered include guided trips to glaciers, volcanoes and mountains. Some cruise lines also offer the opportunity to go on adventure trips such as white-water rafting.

However, these types of activities come with risks because of the location in which they take place. In order to offer these types of activities, cruise lines have had to carry out detailed risk assessments and follow strict safety guidelines. They have had to put in place procedures so that staff and customers know what to do in an emergency. All customers taking part in an excursion have to attend a safety briefing and be provided with the appropriate equipment.

Despite this, a number of tourists were injured while on an excursion with their local guide when a volcano erupted.



Cruise based excursion on White Island, New Zealand.

Fig. 4.1

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