

Cambridge International AS & A Level

TRAVEL & TOURISM**9395/12**

Paper 1 Themes and Concepts

October/November 2025**MARK SCHEME**Maximum Mark: 75

Published

This mark scheme is published as an aid to teachers and candidates, to indicate the requirements of the examination. It shows the basis on which Examiners were instructed to award marks. It does not indicate the details of the discussions that took place at an Examiners' meeting before marking began, which would have considered the acceptability of alternative answers.

Mark schemes should be read in conjunction with the question paper and the Principal Examiner Report for Teachers.

Cambridge International will not enter into discussions about these mark schemes.

Cambridge International is publishing the mark schemes for the October/November 2025 series for most Cambridge IGCSE, Cambridge International A and AS Level components, and some Cambridge O Level components.

This document consists of **17** printed pages.

Generic Marking Principles

These general marking principles must be applied by all examiners when marking candidate answers. They should be applied alongside the specific content of the mark scheme or generic level descriptions for a question. Each question paper and mark scheme will also comply with these marking principles.

GENERIC MARKING PRINCIPLE 1:

Marks must be awarded in line with:

- the specific content of the mark scheme or the generic level descriptors for the question
- the specific skills defined in the mark scheme or in the generic level descriptors for the question
- the standard of response required by a candidate as exemplified by the standardisation scripts.

GENERIC MARKING PRINCIPLE 2:

Marks awarded are always **whole marks** (not half marks, or other fractions).

GENERIC MARKING PRINCIPLE 3:

Marks must be awarded **positively**:

- marks are awarded for correct/valid answers, as defined in the mark scheme. However, credit is given for valid answers which go beyond the scope of the syllabus and mark scheme, referring to your Team Leader as appropriate
- marks are awarded when candidates clearly demonstrate what they know and can do
- marks are not deducted for errors
- marks are not deducted for omissions
- answers should only be judged on the quality of spelling, punctuation and grammar when these features are specifically assessed by the question as indicated by the mark scheme. The meaning, however, should be unambiguous.

GENERIC MARKING PRINCIPLE 4:

Rules must be applied consistently, e.g. in situations where candidates have not followed instructions or in the application of generic level descriptors.

GENERIC MARKING PRINCIPLE 5:

Marks should be awarded using the full range of marks defined in the mark scheme for the question (however; the use of the full mark range may be limited according to the quality of the candidate responses seen).

GENERIC MARKING PRINCIPLE 6:

Marks awarded are based solely on the requirements as defined in the mark scheme. Marks should not be awarded with grade thresholds or grade descriptors in mind.

Social Science-Specific Marking Principles (for point-based marking)

1 Components using point-based marking:

- Point marking is often used to reward knowledge, understanding and application of skills. We give credit where the candidate's answer shows relevant knowledge, understanding and application of skills in answering the question. We do not give credit where the answer shows confusion.

From this it follows that we:

- a** DO credit answers which are worded differently from the mark scheme if they clearly convey the same meaning (unless the mark scheme requires a specific term)
- b** DO credit alternative answers/examples which are not written in the mark scheme if they are correct
- c** DO credit answers where candidates give more than one correct answer in one prompt/numbered/scaffolded space where extended writing is required rather than list-type answers. For example, questions that require *n* reasons (e.g. State two reasons ...).
- d** DO NOT credit answers simply for using a 'key term' unless that is all that is required. (Check for evidence it is understood and not used wrongly.)
- e** DO NOT credit answers which are obviously self-contradicting or trying to cover all possibilities
- f** DO NOT give further credit for what is effectively repetition of a correct point already credited unless the language itself is being tested. This applies equally to 'mirror statements' (i.e. polluted/not polluted).
- g** DO NOT require spellings to be correct, unless this is part of the test. However spellings of syllabus terms must allow for clear and unambiguous separation from other syllabus terms with which they may be confused (e.g. Corrasion/Corrosion)

2 Presentation of mark scheme:

- Slashes (/) or the word 'or' separate alternative ways of making the same point.
- Semi colons (;) bullet points (•) or figures in brackets (1) separate different points.
- Content in the answer column in brackets is for examiner information/context to clarify the marking but is not required to earn the mark (except Accounting syllabuses where they indicate negative numbers).

3 Calculation questions:

- The mark scheme will show the steps in the most likely correct method(s), the mark for each step, the correct answer(s) and the mark for each answer
- If working/explanation is considered essential for full credit, this will be indicated in the question paper and in the mark scheme. In all other instances, the correct answer to a calculation should be given full credit, even if no supporting working is shown.
- Where the candidate uses a valid method which is not covered by the mark scheme, award equivalent marks for reaching equivalent stages.
- Where an answer makes use of a candidate's own incorrect figure from previous working, the 'own figure rule' applies: full marks will be given if a correct and complete method is used. Further guidance will be included in the mark scheme where necessary and any exceptions to this general principle will be noted.

4 Annotation:

- For point marking, ticks can be used to indicate correct answers and crosses can be used to indicate wrong answers. There is no direct relationship between ticks and marks. Ticks have no defined meaning for levels of response marking.
- For levels of response marking, the level awarded should be annotated on the script.
- Other annotations will be used by examiners as agreed during standardisation, and the meaning will be understood by all examiners who marked that paper.

Annotations guidance for centres

Examiners use a system of annotations as a shorthand for communicating their marking decisions to one another. Examiners are trained during the standardisation process on how and when to use annotations. The purpose of annotations is to inform the standardisation and monitoring processes and guide the supervising examiners when they are checking the work of examiners within their team. The meaning of annotations and how they are used is specific to each component and is understood by all examiners who mark the component.

We publish annotations in our mark schemes to help centres understand the annotations they may see on copies of scripts. Note that there may not be a direct correlation between the number of annotations on a script and the mark awarded. Similarly, the use of an annotation may not be an indication of the quality of the response.

The annotations listed below were available to examiners marking this component in this series.

Annotations

Annotation	Meaning
	Correct point
	Incorrect point
BOD	Benefit of doubt given
REP	Repetition
NAQ	Not answered question
VG	Content of response too vague
SEEN	Page or response seen by examiner
BP	Blank page
KU	Knowledge and understanding
APP	Application
AN	Analysis
EVAL	Evaluation

Tables **A–D**, which follow, will be used for specific questions. Please refer to the question for which tables should be used when appropriate.

Table A

Level	AO1 Knowledge and understanding 2 marks	AO3 Analysis and research 2 marks	AO4 Evaluation 2 marks
	Description	Description	Description
2	2 marks The response contains several explained valid points.	2 marks There is some consideration of the significance of the points mentioned. OR The arguments for and against the points mentioned are given.	2 marks The response contains a reasoned conclusion or recommendation.
1	1 mark The response is likely to be a list of valid points with little or no explanation.	1 mark The response gives some consideration to the significance of at least one point. OR The arguments for or against at least one of the valid points are given.	1 mark The response contains a conclusion or recommendation, but no reasoning is given.
0	0 marks No creditable response.	0 marks No creditable response.	0 marks No creditable response.

Table B

Level	AO2 Application 2 marks	AO3 Analysis and research 2 marks	AO4 Evaluation 2 marks
	Description	Description	Description
2	2 marks The response includes an explanation of why the points mentioned are relevant/suitable to the context of the question.	2 marks There is some consideration of the significance of the valid points mentioned. OR The arguments for and against the valid points mentioned are given.	2 marks The response contains a reasoned conclusion or recommendation.
1	1 mark At least one point has an explanation of why it is relevant/suitable to the context of the question.	1 mark The response gives some consideration to the significance of at least one valid point. OR The arguments for or against at least one of the valid points are given.	1 mark The response contains a conclusion or recommendation, but no reasoning is given.
0	0 marks No creditable response.	0 marks No creditable response.	0 marks No creditable response.

Table C

Level	AO1 Knowledge and understanding 3 marks	AO3 Analysis and research 3 marks	AO4 Evaluation 3 marks
	Description	Description	Description
3	3 marks The response contains a range of explained valid points.	3 marks The response is well-balanced and considers the significance of each of the valid points mentioned. AND/OR The arguments for and against each valid point mentioned are given.	3 marks The response contains a well-supported and reasoned conclusion or recommendation.
2	2 marks The response contains some explained valid points.	2 marks The response gives some consideration of the significance of some of the valid points mentioned. OR The arguments for and against most of the valid points mentioned are given.	2 marks The response contains a conclusion or recommendation with some reasoning given.
1	1 mark The response is likely to be a list of valid points with little or no explanation.	1 mark The response gives some consideration to the significance of at least one valid point. OR The arguments for or against at least one of the valid points are given.	1 mark The response contains a conclusion or recommendation, but no supporting evidence or reasoning is given.
0	0 marks No creditable response.	0 marks No creditable response.	0 marks No creditable response.

Table D

Level	AO2 Application 3 marks	AO3 Analysis and research 3 marks	AO4 Evaluation 3 marks
	Description	Description	Description
3	3 marks The response includes an explanation of why each of the points mentioned are relevant/suitable to the context of the question.	3 marks The response is well-balanced and considers significance of each of the valid points mentioned. AND/OR The arguments for and against each valid point mentioned are given.	3 marks The response contains a well-supported and reasoned conclusion or recommendation.
2	2 marks The response includes an explanation of why some of the points mentioned are relevant/suitable to the context of the question.	2 marks The response gives some consideration of the significance of some of the valid points mentioned. OR The arguments for and against some of the valid points mentioned are given.	2 marks The response contains a conclusion or recommendation with some reasoning given.
1	1 mark At least one point has an explanation of why it is relevant/suitable to the context of the question.	1 mark The response gives some consideration of the significance of at least one valid point. OR The arguments for or against at least one of the valid points are given.	1 mark The response contains a conclusion or recommendation, but no supporting evidence or reasoning is given.
0	0 marks No creditable response	0 marks No creditable response	0 marks No creditable response

Question	Answer	Marks
1(a)(i)	Define the term ‘adventure tourism’. Award one mark for a correct definition. Responses should indicate information along the following: This tourism is geared towards visiting destinations to take part in physically challenging activities as well as having an element of risk.	1
1(a)(ii)	Identify <u>three</u> types of adventure tourism possible in Belize. Award one mark for each correct identification. • Scuba diving / snorkelling through Mayan cave systems • Swimming with whale sharks • Rafting or canoeing through rivers in Belize • Hiking experiences to Mayan ruins • Going to the rainforest on wildlife tours Credit any correct response identified from the insert.	3
1(b)	Explain <u>three</u> reasons why it is important for adventure tourists to follow codes of conduct. Award one mark for the reason and a further mark for the explanation. • So that the environment is maintained (1) so that levels of erosion are kept down. (1) • To take care with the materials they use (1) and to ensure that rubbish is correctly disposed of in bins. (1) • To maintain levels of safety (1), as some of the activities will be potentially dangerous, they need to make sure that the rules are followed carefully to reduce the risk of accidents. (1) • Out of respect for local people (1) they need to keep the impacts of their activities to a minimum so that lives are not disrupted. (1) Credit any other correct responses.	6
1(c)	Discuss why Belize may appeal to cultural tourists. This is an extended piece of writing answer and should be marked in conjunction with Table B. AO2 Application • UNESCO world heritage site • Mayan ruins • Food • Other cultural experiences	6

Question	Answer	Marks
1(c)	AO3 Analysis • People will be attracted to the area because of the label and will want to see all deemed worth protecting. • Mayan ruins in various parts of the country will give an insight into the Mayan way of life. • Food is unique to Belize because it sits between Latin America and the Caribbean so there is a unique blend of flavours and styles. • Unique, unhurried way of life which attracts people. AO4 Evaluation • There should be some overall comments made about the facts that there are reasons why cultural tourists would be attracted to Belize. • Alternatively, some may consider that there are insufficient reasons to attract cultural tourists for a visit. Credit any other relevant points.	
1(d)	Discuss the most responsible forms of transport for visitors to use in destinations. This is an extended answer response and should be marked using Table C.	9

Question	Answer	Marks
1(d)	Indicative content may include any of the points. AO1 Knowledge • Renewable energy and sustainable forms of transport where possible, for example electric cars and solar powered buses. • Boats with shallow keels because of reefs. • Use of water transport when possible. • Public transport rather than driving. • Cycle where possible. AO3 Analysis • Renewable energy / hybrid cars or vehicles so that less fossil fuel energy is used and energy is cheaper. • Water transport usage will reduce road congestion and help with pollution. • Public transport will carry more people so reducing the number of cars/scooters etc on the roads. • Many cities have 'hire a bike' schemes for use. AO4 Evaluation • Greater use of renewable sources would make transport cheaper to use in the future. • Would result to less pollution which would have less impact upon the environment as this is a UNESCO World Heritage Site. • Transport would be sustainable. Credit any other relevant points.	

Question	Answer	Marks
2(a)(i)	Define the following terms: Tourism generating area: region or place from where the tourists come. Tourism receiving area: region or place that tourists will visit. Award one mark per correct definition.	2
2(a)(ii)	Suggest <u>two</u> economic factors which may encourage tourism growth. Award one mark for each correct response to a total of two marks. • Exchange rates dropping may make it possible for more people to visit so more money can be earned. • Investment from companies. • Governments improving infrastructure.	2
2(b)	Explain <u>three</u> benefits to tourists of ticketless travel. Award one mark for identifying a benefit and the second for the explanation. • Don't have to worry about losing their tickets (1) because they can be stored on their phones or tablets. (1) • Can book when they want (1) so getting tickets can be done when they are out. (1) • Don't have to print them (1) because tickets can be sent via email / text. (1) • Won't have to wait in a queue (1) as they can have their tickets sent straight to them. (1) Credit any other reasonable responses.	6
2(c)	Discuss how changing values and attitudes in tourists encourages sustainable tourism. This is an extended writing response and should be marked in conjunction with Table A.	6

Question	Answer	Marks
2(c)	AO1 Knowledge • People have become more interested in sustainability. • People know more about sustainable tourism methods. • Visitors will want to use sustainable tourism experiences. • Tourists may be prepared to spend more. AO3 Analysis • Visitors will be more likely to give their business to those who are following this route of sustainability. • They may want to take part in sustainable tourism experiences and therefore may want to use businesses that allow this to take place. • This may make some businesses want to follow this trend. AO4 Evaluation • The number of sustainable businesses will grow. • Local communities will see this is successful and will then follow this lead. Credit any other relevant responses.	
2(d)	Discuss how customer service standards can be assessed through the use of social media. This is an extended writing response and should be marked in conjunction with Table C.	9

Question	Answer	Marks
2(d)	Indicative content may include the following points. AO1 Knowledge • Allows feedback and comments. • 24 hours a day. • Can be accessed from any place at any time. • Allows responses to be given quickly. • Instant communication. • Social media allows publication of comments. AO3 Analysis • Social media comments can be asked for and given quickly. • Costs are minimal so it is a popular method with businesses. • Customers can give feedback instantaneously and any queries or problems can be dealt with publicly which could be a positive for business. • Internet access allows access throughout the world. AO4 Evaluation • Very easy to do both for the customer and the business. • Cheap to operate. • Can be accessed immediately. • Quick responses can be given. • Allows contact with customers if there are issues. • Overall beneficial for business. Credit any other relevant points made in the response.	

Question	Answer	Marks
3(a)(i)	Define the term ‘packaged holiday’. When accommodation and transport to a selected destination are offered at a single price. Credit any other relevant points.	1
3(a)(ii)	Identify <u>three</u> features of a holiday provided by Packaged just for you. Award one mark per feature. • Provision of accommodation • Transport to the destination • Transfer between airport / rail station and accommodation Credit only responses from the insert.	3

Question	Answer	Marks
3(b)	Explain <u>three</u> reasons for the rise in independent travel. Award one mark for the reason given and the second for the explanation. • Easy to book tickets (1) through use of online platforms and through the use of smart phones and tablets. (1) • Cheaper transport costs (1) mean people are more likely to search for deals and book themselves. (1) • Greater amounts of leisure time (1) as people have more holidays and retire early. (1) • Allows greater freedom (1) to book which accommodation, resort, length of trip or transport is preferred by the tourist. (1) Credit any other correct points.	6
3(c)	Explain <u>three</u> benefits of vertical integration for tour operators. Award one mark per benefit and the second mark for the explanation. • Tour operators have control over the whole process (1) and will therefore make more money through reduced costs. (1) • Tour operators will have more control over what is offered to customers (1) so they can determine future potential destinations that will suit them. (1) • Tour operators can cut costs (1) which will allow them to gain a competitive advantage over their competitors. (1) • Prevents other companies from having influence over them (1) which allows them to develop as they wish. (1) Credit any correct response.	6
3(d)	Discuss the impacts on tour operators of customers being more aware of sustainability. This is an extended writing answer and should be marked with Table D.	9

Question	Answer	Marks
3(d)	Indicative content could include: AO2 Application • Own actions and operations should be run in a sustainable manner. • They should be able to educate / inform tourists. • Their equipment used and modes of transport should be sustainably operated. • The destinations they advertise for tourists to visit should be following sustainable tourism practices. • They could work with local people to help develop sustainable practices and allow the tourists access to this as well. AO3 Analysis • Through operating in a sustainable manner, they will be attractive to all tourists, not just those who want sustainable practices. • They have a role to play in informing tourists about the places they visit and how they can fit in without causing any damage to the local area or offending local people. • Planes and other methods of transport as well as office practices should be sustainable or working towards being sustainable so that their visitors will have confidence they will be getting the experience that they require. • The destinations that they travel to would also be working towards being or be sustainable so that the tourists will get an authentic experience and want to return or advertise their experience in a positive manner. • They can also work with local people by employing more local people and making sure that they are understanding what sustainability is and why their visitors will want this. AO4 Evaluation • There needs to be a summative comment about the fact that sustainability has had an impact upon the operation of tour operators that is very wide ranging. • Some may say that this has been a positive impact as it puts the tour operators more in touch with their destinations. Credit all other points which are relevant.	