



# Cambridge International AS & A Level

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**TRAVEL & TOURISM**

**9395/12**

Paper 1 The Industry

**May/June 2023**

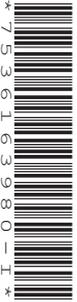
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**2 hours 30 minutes**

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## INFORMATION

- This insert contains all the figures referred to in the questions.
- You may annotate this insert and use the blank spaces for planning. **Do not write your answers** on the insert.



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This document has **4** pages. Any blank pages are indicated.

Fig. 1.1 for Question 1

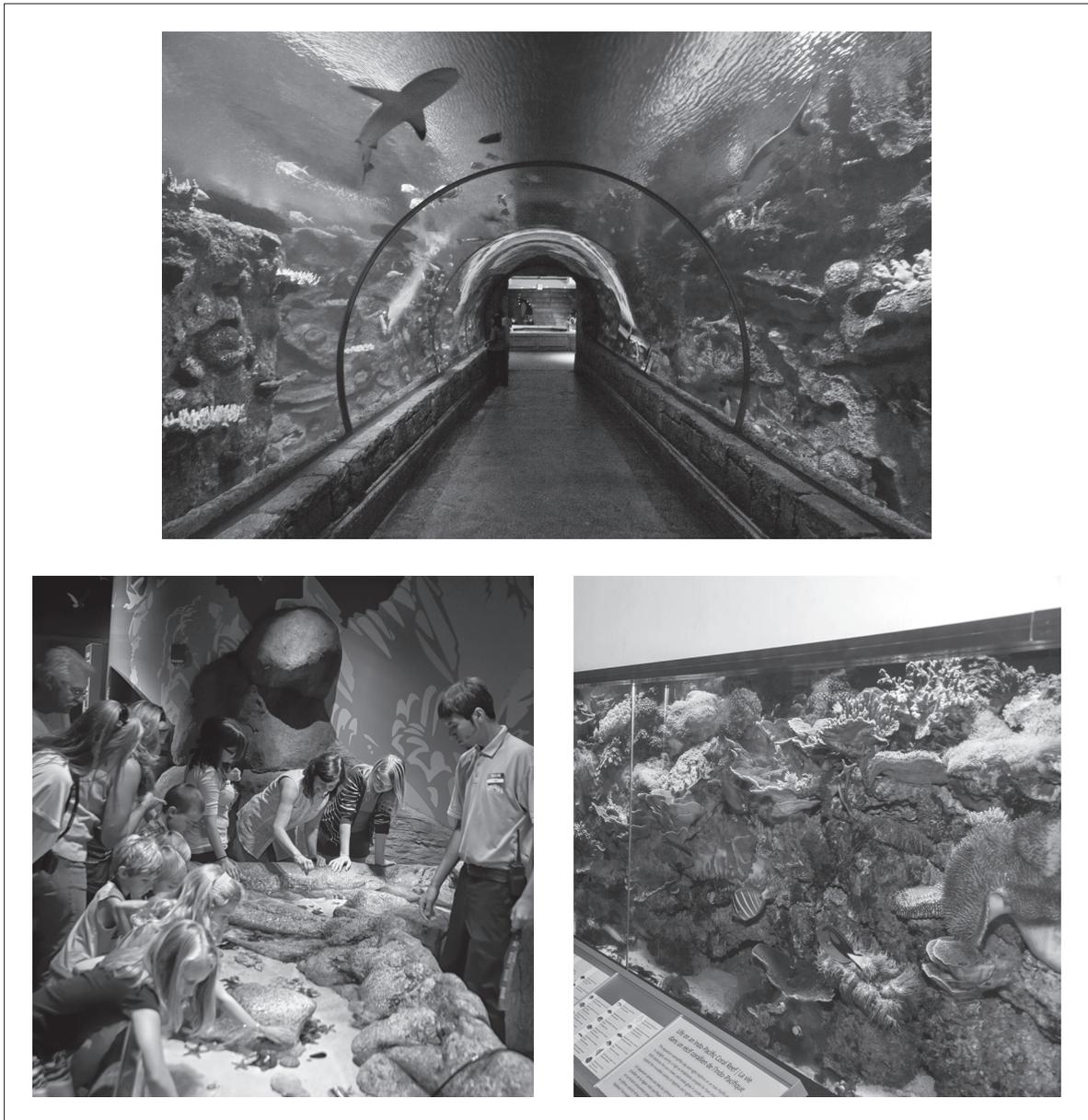


Fig. 1.1

Fig. 3.1 for Question 3

### Madagascar Forest Adventures

#### Join us for an important research study.

The Madagascan forest has both biodiversity and a local population. Madagascar Forest Adventures (MFA) works with local communities to combine scientific research with conservation to build knowledge and increase tourism in the area.

Currently, MFA is collecting data about the behaviour and habitats of many different species. The data will be used to help the local community manage the forests and protect the wildlife.

MFA uses volunteers to run regular environmental education classes for tourists and local people.

MFA offers trips for tourists that include:

- a chance to contribute to genuine scientific research
- the opportunity to study Madagascan culture
- assistance from professional guides
- the opportunity to learn the local language
- all food and accommodation
- a proper adventure!

Fig. 3.1

Fig 4.1 for Question 4

### Visitor arrivals to the USA

Year	Number of visitors (millions)	Number of direct tourism jobs (millions)
2015	78.0	5.25
2016	76.5	5.34
2017	77.0	5.38
2018	80.0	5.47
2019	79.5	5.55
2020	12.5	4.80
2021 (estimate)	21.0	5.45

Fig. 4.1

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