



Cambridge International AS & A Level

TRAVEL & TOURISM

9395/11

Paper 1 The Industry

May/June 2023

INSERT

2 hours 30 minutes



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.

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

Fig. 1.1 for Question 1

The Smithsonian Institute in Washington D.C., USA, is a complex of 17 different museums, galleries and a zoo. It is a non-commercial organisation and is the world's largest museum, education and research complex. The Institute has over 145 million exhibits and artefacts including works of art, natural specimens and cultural artefacts.

The Smithsonian runs many educational programmes. The Institute provides a massive range of learning resources for schools. It provides face to face courses at its museums and hosts webinars targeted at school groups. There is also a distance learning programme that can be accessed worldwide. The Institute holds conferences and over 700 seminars annually for scientists.

**Fig. 1.1**

Fig. 3.1 for Question 3

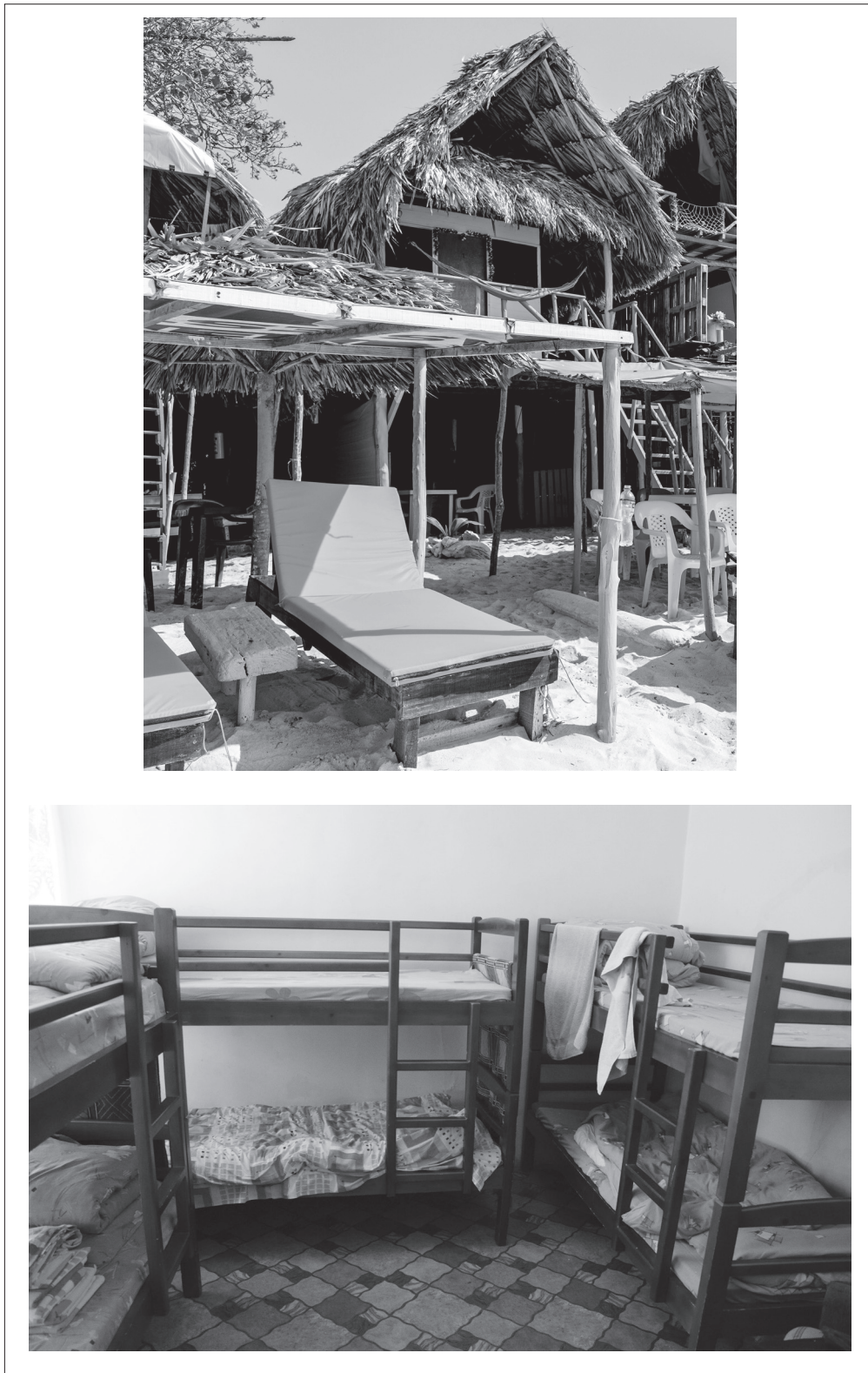


Fig. 3.1

BLANK PAGE

The boundaries and names shown, the designations used and the presentation of material on any maps contained in this question paper/insert do not imply official endorsement or acceptance by Cambridge Assessment International Education concerning the legal status of any country, territory, or area or any of its authorities, or of the delimitation of its frontiers or boundaries.

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in the Cambridge Assessment International Education Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cambridgeinternational.org after the live examination series.

Cambridge Assessment International Education is part of Cambridge Assessment. Cambridge Assessment is the brand name of the University of Cambridge Local Examinations Syndicate (UCLES), which is a department of the University of Cambridge.