

Cambridge International AS & A Level

Travel & Tourism 9395

Connect ideas, evaluate evidence and apply travel & tourism to real decisions.

Understanding the subject

Connect ideas, evaluate evidence and apply travel & tourism to real decisions. This introduction connects the subject with everyday questions, practical learning and possible future directions. It gives you a starting point before you explore the complete syllabus.

How can travel & tourism explain a complex situation? What evidence would make an explanation stronger? These questions invite you to connect ideas with a real situation. Analyse visitor needs and market information. Compare ways to develop the visitor experience. As you study, you will learn to explain your choices and check how well your ideas fit the situation.

What your learning will look like

Learning focus	What you will explore
Explore the ideas	Analyse tourism organisations and markets. Evaluate customer and destination needs.
Connect them to practice	Connect management decisions to wider impacts. Develop and justify practical recommendations.

These examples introduce the subject. Open Syllabus Overview for the complete topic map and any qualification options.

Skills you will develop

Analyse visitor and market information. Evaluate tourism management choices. Compare effects on different stakeholders. Justify recommendations in a destination context. Practise these skills together: a clear answer should show how you reached it, not simply state a result. Use feedback to notice what you can already do and what needs more practice.

A useful habit

Ask: What is the evidence, and how does it support my explanation? Clear reasoning matters more than guessing an answer.

Putting ideas into practice

Develop a destination proposal. This illustrates learning, not an extra task now.

Analyse visitor needs and market information. Compare ways to develop the visitor experience. This sets the context for applying what you have learned. Consider local impacts and sustainability. Justify a proposal using evidence and context.

Connect the starting information to your explanation or decision. The diagram summarises this process; it is not an extra assignment.

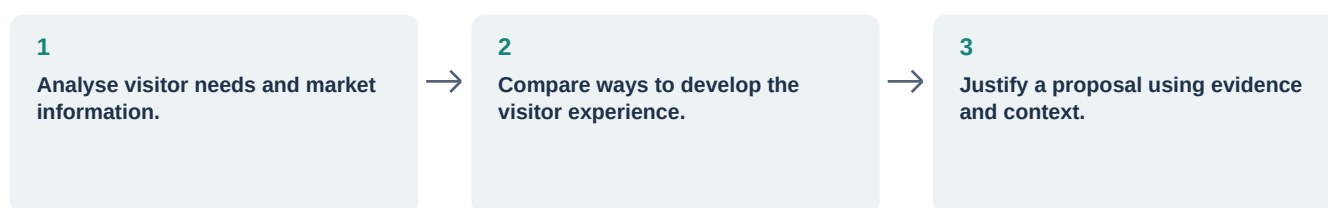


Figure 1. A simple sequence for turning a question into a reasoned explanation.

Future study and career connections

Market analysis supports destination planning. Business judgement supports tourism management. Impact evaluation informs sustainable tourism. Customer evidence helps develop visitor services.

These connections show where the skills can be useful; the qualification does not award a particular job. Specialist roles usually require further study or training. You can explore these possibilities without deciding on a career now.

Your next step

Explore further study connected to this subject. Check the entry subjects and skills it needs. Notice which ideas interest you most. Open Syllabus Overview to see what is ahead.

Use the subject map to see the learning ahead. For future study, check entry requirements with the institution; these can differ.

Keep the purpose in mind

This introduction helps you see why the subject matters and how you will learn. It is not the full syllabus or an assessment guide. Continue to Syllabus Overview, then Assessment Overview, for those details.

Reference

Based on the seven-slide course introduction and the Cambridge syllabus for 2024–2026. [Read the official Cambridge syllabus](#). Practical examples and career connections are illustrative.