

CAMBRIDGE INTERNATIONAL AS & A LEVEL

Travel and Tourism 9395

Syllabus Overview

Examinations 2027, 2028 and 2029

Understanding the whole syllabus

Travel and Tourism connects destinations, organisations and travellers with the decisions that shape their experience. Development and marketing affect communities and environments as well as businesses. Understanding a destination therefore requires both industry knowledge and attention to its particular circumstances.

For Travel & Tourism 9395, the content map below follows the approved subject briefing and the official syllabus. Labels group related areas for orientation; the detailed syllabus remains the authority for individual learning requirements.

Content map

Syllabus area or component	What the area covers
AS: Changing nature of tourism	At AS Level, you study the changing nature of travel and tourism, including why people travel, different forms of tourism and the evolving structure of the industry.
AS: Destinations, trends and customer service	You will examine tourism destinations, their appeal to different customers and the effects of changing trends. You will also explore customer service, methods of measuring service quality and the skills required to meet the expectations of travellers.
AS: Planning and managing an event	An important practical element is planning and managing a real travel-and-tourism event. Working as part of a team, you will develop ideas, conduct feasibility research, prepare a business plan, manage finances and risks, promote and run the event, and evaluate its success.
A Level: Destination marketing	At A Level, you study destination marketing, including market research, segmentation, branding, promotion and methods used to measure the success of a destination's marketing strategy.
A Level: Destination development and management	You will also examine destination development and management. This includes the roles of governments and tourism organisations, sustainable development, carrying capacity, changing destination appeal and the economic, environmental and sociocultural impacts of tourism.

These areas should be read as a connected course. Begin with the foundational knowledge identified in the first part of the map, then build towards the applications and explanations that depend on it. Keep examples organised by the concept they illustrate, including destination marketing and sustainability. Build explanations that connect a decision

to its effects on specific stakeholders. Where a row describes a choice of topics or components, study the selection required by your agreed route rather than treating all alternatives as compulsory.

Qualification and component choices

Qualification route	Components	Meaning
AS Level only	1 and 2	Standalone AS qualification, graded a-e
Staged A Level	1 and 2 first; then 3 and 4	Carry forward eligible AS marks within Cambridge rules and time limits
Full A Level in one series	1, 2, 3, 4	All required components; A Level graded A*-E

AS and A Level percentages refer to different qualification totals. A component can therefore have one weighting at AS and a different weighting in the full A Level. Confirm the entry option and any carry-forward arrangements with the centre.

The assessed skills

Assessment objectives describe the abilities Cambridge looks for across the qualification. The following explanations paraphrase the syllabus objectives; they are not additional topics or separate orientation tasks.

Assessment objective	Meaning for the learner
AO1 Knowledge and understanding	Select accurate subject knowledge, terminology and examples that answer the question, and explain their meaning.
AO2 Application	Apply the relevant knowledge or method to the specific facts, data or situation in the question.
AO3 Analysis and research	Interpret the information, apply an appropriate method and explain the relationships or reasoning that support the answer.
AO4 Evaluation	Weigh evidence, explanations or methods, explain limitations and reach a justified judgement.

These abilities work together in an answer. Accurate knowledge supports application, while a clear explanation shows how the evidence or method leads to a conclusion. The balance varies by component, so the next lesson connects these abilities with the actual assessment formats.

Key pointers: Follow the stated examination-year syllabus, cover the required areas for your route and develop skills alongside knowledge. **Next:** Open **Assessment Overview**.