



Cambridge International AS & A Level

CANDIDATE
NAME

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CENTRE
NUMBER

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TRAVEL & TOURISM

9395/43

Paper 4 Destination Management

May/June 2020

1 hour 30 minutes

You must answer on the question paper.

You will need: Insert (enclosed)

INSTRUCTIONS

- Answer **all** questions.
- Use a black or dark blue pen.
- Write your name, centre number and candidate number in the boxes at the top of the page.
- Write your answer to each question in the space provided.
- Do **not** use an erasable pen or correction fluid.
- Do **not** write on any bar codes.

INFORMATION

- The total mark for this paper is 50.
- The number of marks for each question or part question is shown in brackets [].
- The insert contains all the figures referred to in the questions.

This document has **12** pages. Blank pages are indicated.

Question 1

Refer to Fig. 1.1 (Insert), information about Travellerworld, a Destination Management Company (DMC).

- (a) Explain **two** likely reasons why a DMC, such as Travellerworld, would need to have a good relationship with overseas agents and specialist tour operators.

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[4]

- (b)** Assess likely reasons why a DMC, such as Travellerworld, would need to continually develop new products and services.

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(c) Discuss how a DMC might contribute to sustainable tourism practices.

[illegible]

Question 2

Refer to Fig. 2.1 (Insert), information about Fogo Island Inn, Canada.

- (a)** Explain **two** ways the Fogo Island Inn supports economic development on Fogo.

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[4]

- (b)** Assess how tourists can help to preserve the cultural traditions on Fogo.

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(c) Discuss how working in partnerships helps the Fogo Island Inn to succeed.

[illegible]

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