



CANDIDATE
NAME

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9395/42

Paper 4 Destination Development and Management

May/June 2024

1 hour 30 minutes

You must answer on the question paper.

You will need: Insert (enclosed)

- 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.

- 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. Any blank pages are indicated.

1 Refer to Fig. 1.1 (Insert), information about tourism in Türkiye.

(a) Explain **two** political objectives of the Ministry of Culture and Tourism in Türkiye.

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[4]

(b) Assess the ways tourism ministries can help preserve the culture in destinations, such as Türkiye.

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(c) Discuss the reasons why having Blue Flag certification is important for Türkiye.

This image shows a full page of white paper with horizontal dashed lines, typical of primary school writing paper. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

2 Refer to Fig. 2.1 (Insert), information about The Netherlands-Project.

(a) Explain **two** roles of The Netherlands-Project.

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[4]

(b) Assess the likely benefits for The Netherlands-Project of working with other tourism organisations.

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(c) Discuss the possible economic benefits of tourism for destinations.

[illegible]

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