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TRAVEL & TOURISM

9395/43

Paper 4 Destination Management

October/November 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 tourism in Argentina, a country in South America.

- (a)** Explain **two** likely political objectives of tourism development for Argentina.

1

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2

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[4]

- (b)** Assess the importance of working in partnerships in order to further tourism development in destinations such as Argentina.

(c) Evaluate the economic impacts of tourism on Argentina.

This image shows a full page of white paper with horizontal dashed lines, typical of primary-ruled notebook 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.

Question 2

Refer to Fig. 2.1 (Insert), information about ecotourism in Greece, a country in southern Europe.

- (a) Explain **two** ways Greek tour operators can encourage responsible tourist behaviour.

1

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2

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[4]

- (b)** Assess the importance of planning controls in destinations such as Greece.

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- (c)** Evaluate the positive environmental impacts that tourism may bring to countries such as Greece.

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