



Cambridge International AS & A Level

CANDIDATE
NAME



CENTRE
NUMBER

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TRAVEL & TOURISM

9395/43

Paper 4 Destination Development and Management

October/November 2024

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. Any blank pages are indicated.

(a) Explain **two** priorities of a commercial organisation.

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.....

[4]

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.....

.....

.....



[9]

[illegible]



[12]

[Total: 25]

(a) Explain **two** reasons MTA have strategic priorities.

[4]

[illegible]



[9]



This image shows a full page of a handwriting practice worksheet. It consists of approximately 20 horizontal rows. Each row is defined by two parallel dashed lines, creating a series of uniform gaps for letter height. The lines are evenly spaced across the entire page, providing a guide for consistent letter formation. There is no text or other markings on the page.



..... [12]

[Total: 25]







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