

CANDIDATE  
NAME

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NUMBER

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**TRAVEL AND TOURISM**

**9395/43**

Paper 4 Destination Management

**May/June 2019**

**1 hour 30 minutes**

Candidates answer on the Question Paper.

No Additional Materials are required.

**READ THESE INSTRUCTIONS FIRST**

Write your centre number, candidate number and name on all the work you hand in.

Write in dark blue or black pen.

Do not use staples, paper clips, glue or correction fluid.

You may use an HB pencil for any diagrams or graphs.

DO **NOT** WRITE IN ANY BARCODES.

Answer **all** questions.

All the Figures referred to in the questions are contained in the Insert.

The number of marks is given in brackets [ ] at the end of each question or part question.

This document consists of **9** printed pages, **3** blank pages and **1** Insert.

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

(a) Explain **two** reasons for the Royal Government of Cambodia having tourism brands.

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[4]

(b) Assess possible ways that the Royal Government of Cambodia benefits from cooperation between themselves and the private sector.

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2 Refer to Fig. 2.1 (Insert), information about tourism development in Bali.

(a) Explain **two** negative socio-cultural impacts of tourism for Bali.

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2 .....

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[4]

(b) Assess the negative environmental impacts of tourism on Bali.

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