



# Cambridge International AS & A Level

CANDIDATE  
NAME

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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.

1 .....

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2 .....

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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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**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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2 .....

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[4]

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

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[9]

**[Turn over**











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