



# **Cambridge International AS & A Level**

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**TRAVEL & TOURISM**

**9395/43**

Paper 4 Destination Development and Management

**May/June 2024**

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**1 hour 30 minutes**

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**INFORMATION**

- This insert contains all the figures referred to in the questions.
- You may annotate this insert and use the blank spaces for planning. **Do not write your answers** on the insert.

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This document has **4** pages. Any blank pages are indicated.

The Ministry of Culture and Tourism is responsible for tourism in Türkiye.

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Türkiye has 486 beaches with Blue Flag certification, making it a popular and safe place to swim for holiday makers and local people and at the same time protecting the area for its marine life.

**Fig. 1.1**

The Netherlands is a country in north western Europe, its capital city is Amsterdam. The Netherlands is well known for its flat landscape, beautiful canals, flowers, windmills and cycling routes.

The economic importance of tourism for the Netherlands continues to increase. The contribution of tourism to the economy in the Netherlands grew to 4.4% in 2018. The value of the tourism sector totalled 30.4 billion euros in 2018, 7.1% more than the previous year.

The Netherlands-Project is a non-governmental organisation (NGO) that supports tourism development in the Netherlands. It aims to contribute to:

- destination management
- nature protection
- regional development
- environmental protection
- care of the local population.

The Netherlands-Project helps to develop networking and the exchange of ideas between individuals and organisations who are working for the sustainable development of tourism.

The Netherlands-Project understands that a wide range of organisations are needed to contribute to local, regional, national and international tourism provision. Through knowledge sharing and collaboration they can find solutions to challenges.

The Netherlands-Project works with:

- governmental bodies
- other NGOs
- research and education organisations
- destinations around the world
- commercial businesses and MICE organisations.

**Fig. 2.1**

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