Cambridge Assessment International Education

Cambridge International AS & A Level

CANDIDATE NAME	

CENTRE NUMBER						CANDIDATE NUMBER					

TRAVEL & TOURISM **9395/41**

Paper 4 Destination Development and Management **May/June 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.

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1 Refer to Fig. 1.1 (Insert), information about the Panamanian Alliance for Community Tourism (PACT).

(a) Explain **two** roles of an NGO.

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[4]

(b) Assess the benefits of preserving cultural activities in destinations such as Panama.

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(c) Discuss reasons why sustainable use of resources is an important strategy for PACT.

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[Total: 25]

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2 Refer to Fig. 2.1 (Insert), information about Dedication DMC, a Destination Management Company.

(a) Explain **two** benefits to customers of using Dedication DMC.

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(b) Assess the ways that Dedication DMC can encourage responsible and ethical tourist behaviour.

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(c) Discuss the economic benefits of tourism for an LDC.

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