Cambridge International AS & A Level

Cambridge International Examinations
Cambridge International Advanced Subsidiary and Advanced Level

CANDIDATE NAME	

CENTRE NUMBER						CANDIDATE NUMBER				

1706992700

TRAVEL AND TOURISM **9395/43**

Paper 4 Destination Management **October/November 2018**

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.
You may use an HB pencil for any diagrams or graphs.
Do not use staples, paper clips, glue or correction fluid.
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.

DC (NH) 151369/3
© UCLES 2018

CAMBRIDGE International Examinations

https://xtremepape.rs/

Question 1

Refer to Fig. 1 (Insert), information about tourism in Sarawak, in Malaysia.

(a) Explain **two** ways Sarawak Convention Bureau (SCB) aims to strengthen the tourism industry.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

[4]

(b) Assess the ways that the Gunung Mulu National Park can prevent negative environmental impacts.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

https://xtremepape.rs/

.....[9]

https://xtremepape.rs/

(c) Evaluate the economic impacts of tourism to Sarawak.

https://xtremepape.rs/

.....[12]

[Total: 25]

https://xtremepape.rs/

Question 2

Refer to Fig. 2 (Insert), information about ROOF Productions, a destination management company (DMC) in Finland.

(a) Explain **two** roles of commercial DMCs.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

[4]

(b) Assess the importance for DMCs of developing specialised products.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

https://xtremepape.rs/

.....[9]

https://xtremepape.rs/

(c) Evaluate the advantages to tourism development of developing strong community links.

https://xtremepape.rs/

.....[12]

[Total: 25]

https://xtremepape.rs/

BLANK PAGE

https://xtremepape.rs/

BLANK PAGE

https://xtremepape.rs/

BLANK PAGE

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in the Cambridge International Examinations Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cie.org.uk after the live examination series.

Cambridge International Examinations is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.

© UCLES 2018

https://xtremepape.rs/