



Cambridge International AS & A Level

CANDIDATE
NAME

CENTRE
NUMBER

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TRAVEL & TOURISM

9395/42

Paper 4 Destination Management

October/November 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 the Belize Tourism Board (BTB). Belize is a country in Central America.

(a) Explain **two** priorities of the Belize Tourism Board (BTB).

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[4]

(b) Assess why tourism is an important economic contributor to Belize.

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- (c) Evaluate possible sustainable tourism strategies to protect the landscape and species of Belize.

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Question 2

Refer to Fig. 2.1 (Insert), information about Brunei, a country in south east Asia.

- (a) Explain **two** reasons why the Ministry of Primary Resources and Tourism in Brunei has a strong vision for the future of tourism development.

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- (b) Assess the benefits to Bruneians of retaining their cultural heritage.

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