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Cambridge International AS & A Level

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TRAVEL & TOURISM

9395/43

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 tourism in Argentina, a country in South America.

(a) Explain **two** likely political objectives of tourism development for Argentina.

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[4]

(b) Assess the importance of working in partnerships in order to further tourism development in destinations such as Argentina.

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[12]

[Total: 25]

[Turn over

Question 2

Refer to Fig. 2.1 (Insert), information about ecotourism in Greece, a country in southern Europe.

(a) Explain **two** ways Greek tour operators can encourage responsible tourist behaviour.

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[4]

(b) Assess the importance of planning controls in destinations such as Greece.

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