



Cambridge International AS & A Level

TRAVEL & TOURISM

9395/41

Paper 4 Destination Management

October/November 2023

INSERT

1 hour 30 minutes

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.



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

Fig. 1.1 for Question 1

Paris is one of the most popular destinations in the world. The destination management company (DMC), DM Paris, was set up to plan and organise business events such as conferences, seminars, exhibitions and incentive tours in Paris. They offer a variety of services and work in partnership with the local community and tourism organisations in and around Paris.

They offer the following extensive range of services:

Venues for all occasions in Paris:

DM Paris will organise inspection visits, find the right provider for each event and help to choose the best venue for any business event.

Incentive programmes and teambuilding events in Paris:

DM Paris' incentive programmes are tailored to each business client's objectives and budget. Working with commercial partners, they will organise specialised events, products and services to suit business needs, including, exclusive concerts, shows and dinners.

Selecting and booking hotels in Paris:

DM Paris will help choose and book hotel rooms in the most convenient locations and at special rates to suit budgets and delegates.

Help in organising and holding conferences in Paris:

DM Paris has excellent knowledge and experience of products and services within Paris.

Logistics, transport services and transfers in Paris:

Transport services are essential to the success of any event. DM Paris will coordinate with tour and transport operators to provide executive-class cars, coaches and minibuses. They will organise collections at airports and railway stations, group transfers, exclusive transport for evening events, VIP services and provision of chauffeured cars.

Excursion programmes in Paris:

DM Paris has an individual approach to organising events for both groups and VIP guests including visits to museums, cultural attractions and boat trips.

Fig. 1.1

Fig. 2.1 for Question 2

Easter Island is a very small volcanic island (163 km²) in the middle of the Pacific Ocean. It is a five-hour flight from Santiago, the capital of Chile. There are approximately 8000 people living on Easter Island. It is well-known for being one of the most isolated places on earth and for its unusual stone moai statues. In 1995, UNESCO named Easter Island a World Heritage Site, with much of the island protected within Rapa Nui National Park.

Over the past few years, there has been an increase in tourism numbers as tourists combine trips to Chile with a visit to the Island. Many come to see some of the 900 statues that are visible around the island.



However, some local people believe that Easter Island might face problems due to an increase in tourism development. As tourist numbers grow, there are more cars around the island causing congestion. There is also an increase in waste, water contamination and sewage. Ten years ago, the island produced 1.4 tonnes of waste per year, but that figure has almost doubled to 2.5 tonnes per year.

The local government has employed an environmental advisor to complete an audit of the fragile landscape. The government hopes that, by working with commercial tourism operators, the local council and the community, any negative environmental impacts might be reduced.

Fig. 2.1

BLANK PAGE

The boundaries and names shown, the designations used and the presentation of material on any maps contained in this question paper/insert do not imply official endorsement or acceptance by Cambridge Assessment International Education concerning the legal status of any country, territory, or area or any of its authorities, or of the delimitation of its frontiers or boundaries.

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 Assessment International Education Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cambridgeinternational.org after the live examination series.

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