Cambridge Assessment International Education

Cambridge International AS & A Level

CANDIDATE NAME	

CENTRE NUMBER						CANDIDATE NUMBER				

TRAVEL & TOURISM **9395/41**

Paper 4 Destination Management **October/November 2023**

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 DM Paris, a destination management company (DMC) in Paris.

(a) Explain **two** benefits to a business of using DM Paris.

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[4]

(b) Assess the importance to a DMC of working with the local community.

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(c) Discuss reasons why DM Paris offers a variety of services.

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[Total: 25]

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2 Refer to Fig. 2.1 (Insert), information about Easter Island, a country in the Pacific Ocean.

(a) Explain **two** benefits of an environmental audit.

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(b) Assess the positive economic impacts that a growth in tourism may have on destinations such as Easter Island.

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(c) Discuss ways to prevent negative environmental impacts of a growth in tourism on Easter Island.

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