



# Cambridge International AS & A Level

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## TRAVEL & TOURISM

9395/43

Paper 4 Destination Development and Management

October/November 2024

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.

**(a)** Explain **two** priorities of a commercial organisation.

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[4]

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[9]



[illegible]



[12]

[Total: 25]



**(a)** Explain **two** reasons MTA have strategic priorities.

1 .....

2 .....

[4]

**(b)** Assess the benefits to Malta of improving staff development and training.

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[9]



[illegible]





..... [12]





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