Please make sure Despatches requests ESM fiducials.

Cambridge Assessment International Education

Cambridge International AS & A Level

CANDIDATE NAME	

CENTRE NUMBER						CANDIDATE NUMBER					

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.

DC (PQ) 179566/1
© UCLES 2020

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.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

[4]

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

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

..... [9]

(c) Evaluate the economic impacts of tourism on Argentina.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

..... [12]

[Total: 25]

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.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

[4]

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

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

..... [9]

(c) Evaluate the positive environmental impacts that tourism may bring to countries such as Greece.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

..... [12]

[Total: 25]

BLANK PAGE

BLANK PAGE

BLANK PAGE

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 the Cambridge Assessment Group. Cambridge Assessment is the brand name of the University of Cambridge Local Examinations Syndicate (UCLES), which itself is a department of the University of Cambridge.

© UCLES 2020