

CANDIDATE  
NAME

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CENTRE  
NUMBER

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CANDIDATE  
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**TRAVEL AND TOURISM**

**9395/43**

Paper 4 Destination Management

**May/June 2017**

**1 hour 30 minutes**

Candidates answer on the Question Paper.

No Additional Materials are required.

**READ THESE INSTRUCTIONS FIRST**

Write your Centre number, candidate number and name on all work you hand in.

Write in dark blue or black pen.

You may use an HB pencil for any diagrams or graphs.

Do not use staples, paper clips, glue or correction fluid.

DO **NOT** WRITE IN ANY BARCODES.

Answer **all** questions.

All the figures referred to in the questions are contained in the Insert.

The number of marks is given in brackets [ ] at the end of each question or part question.



This document consists of **7** printed pages, **1** blank page and **1** Insert.

**Question 1**

Refer to Fig. 1 (Insert), information about a non-government organisation (NGO), the Rainforest Alliance.

- (a) Explain **two** reasons why the Rainforest Alliance offers training and education to tourism businesses.

1 .....

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2 .....

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..... [4]





**Question 2**

Refer to Fig. 2 (Insert), information about the Cayman Islands.

- (a) Explain **two** ways the Cayman National Cultural Foundation (CNCF) is likely to preserve Cayman Islands traditions.

1 .....

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2 .....

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..... [4]



(c) Evaluate possible strategies that the Cayman Islands Department of Tourism may use to develop tourism.

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[Total: 25]

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