Cambridge International AS & A Level

Cambridge International Examinations
Cambridge International Advanced Subsidiary and Advanced Level

CANDIDATE NAME	

CENTRE NUMBER						CANDIDATE NUMBER					

5258303610

TRAVEL AND TOURISM **9395/42**

Paper 4 Destination Management **May/June 2018**

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 the work you hand in.
Write in dark blue or black pen.
Do not use staples, paper clips, glue or correction fluid.
You may use an HB pencil for any diagrams or graphs.
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 **9** printed pages, **3** blank pages and **1** Insert.

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CAMBRIDGE International Examinations

Question 1

Refer to Fig. 1 (Insert), information about destination management in Wales, a country in the UK.

(a) Explain **two** reasons why successful destination management requires working in partnerships.

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2 .....

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[4]

(b) Assess likely strategies that organisations, such as Visit Wales, might use for assessing visitor needs.

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(c) Using examples, discuss methods for successful destination management.

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Question 2

Refer to Fig. 2 (Insert), information about tourism development in Ghana, a country in Africa.

(a) Explain **two** political benefits of Ghana protecting natural areas.

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[4]

(b) Assess how community-based tourism can help to reduce negative environmental impacts in destinations such as Ghana.

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(c) Evaluate possible strategies to preserve Ghanaian traditions.

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