

CANDIDATE
NAME

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TRAVEL AND TOURISM

9395/43

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.

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.

1

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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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