

Cambridge International Examinations

Cambridge International Advanced Subsidiary and Advanced Level

AS & A Level						
CANDIDATE NAME						
CENTRE NUMBER		CANDIDATE NUMBER				
TRAVEL AND	TOURISM		9395/43			
Paper 4 Destin	ation Management		May/June 2017			
			1 hour 30 minutes			
Candidates ans	swer on the Question Paper.					
No Additional M	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.

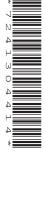
Do not use staples, paper clips, glue or correction fluid.

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.



Question 1

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

(a)	Explain two businesses.	reasons	why the	Rainforest	Alliance	offers	training	and	education	to tourism	l
	1										
	2										
										•••••	
										[4]	

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(b)	Assess the likely positive economic impacts that tourism may bring to developing countries.
	[9]

(c)	Discuss the ways sustainable tourism policies and practices may contribute to successfu destination management.
	[12]

Question 2

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

Cayman Islands traditions.
1
2
[4]

(b)	Explain how an increase in tourism to the Cayman Islands may create conflicts for the host community.					
	[9]					

(c)	Evaluate possible strategies that the Cayman Islands Department of Tourism may use develop tourism.	e to
		[12]

[Total: 25]

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