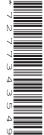


# Cambridge International AS & A Level

CANDIDATE NAME					
CENTRE NUMBER			CANDIDATE NUMBER		



**TRAVEL & TOURISM** 

9395/41

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.

## Question 1

Refer to Fig. 1.1 (Insert), information about tourism in Argentina, a country in South America.

(a)	Explain <b>two</b> 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.

	•••••	 
	•••••	 
		IO1

)	Evaluate the economic impacts of tourism on Argentina.

[1	121

## Question 2

Refer to Fig. 2.1 (Insert), information about ecotourism in Greece, a country in southern Europe.

(a)	Explain <b>two</b> ways Greek tour operators can encourage responsible tourist behaviour.	
	1	
	2	
		[4]
(b)	Assess the importance of planning controls in destinations such as Greece.	

	•••••	 
	•••••	 
		IO1

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		[12

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