

Cambridge International Examinations

Cambridge International Advanced Subsidiary and Advanced Level

CANDIDATE NAME				
CENTRE NUMBER		CANDIDATE NUMBER		
TRAVEL AND T	rourism		 9395/4	3

Paper 4 Destination Management

October/November 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 the 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.



International Examinations

Question 1

Refer to Fig. 1 (Insert), information about the cruise industry.

(a)	Explain two likely priorities of cruise ship companies.					
	1					
	2					

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(b)	Discuss possible ways cruise ship companies might minimise the negative environmenta impacts of cruising.
	[9]

(c)	Assess the benefits to destinations, such as the Caribbean, the Mediterranean and Alaska, of encouraging more visits by cruise ships.						
	[12]						

[Total: 25]

Question 2

(a)

Refer to Fig. 2 (Insert), information about Destination Management Companies (DMCs) in Malta.

Explain two roles of a DMC.
1
2

(b)	Explain the ways DMCs can encourage responsible tourist behaviour.
	[9]

(c)	Discuss the ways quali- experience for visitors.	ty assurance	of DMCs	may	help to	retain	an a	uthentic	cultural
						• • • • • • • • • • • • • • • • • • • •			
						• • • • • • • • • • • • • • • • • • • •			
									[12]

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