



## **Cambridge International Examinations**

Cambridge International Advanced Subsidiary and Advanced Level

CANDIDATE NAME					
CENTRE NUMBER			CANDIDATE NUMBER		

TRAVEL AND TOURISM

9395/04

[Turn over

Paper 4 Destination management

For Examination from 2017

SPECIMEN PAPER

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 in the spaces at the top of this page.

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.

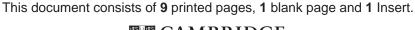
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All the Figures referred to in the questions are contained in the Insert.

At the end of the examination, fasten all your work securely together.

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 Tourism Concern, a Non-Governmental Organisation (NGO).

(a)	Tourism Concern is an NGO.
	Describe <b>two</b> roles of an NGO within destination management.
	1
	2

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(b)	Using information from Fig. 1 (Insert), assess the ways in which Travel Indochina, an ethical tour operator, can support the local community.						
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[12]

# Question 2

(a)

Refer to Fig. 2 (Insert), information about tourism and its impacts on the Zambezi Valley.

Explain <b>two</b> likely political objectives for developing tourism in the Zambezi Valley.
1
2
[4]

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(b)	Assess the likely economic impacts on the local community as tourism returns to the Zambezi Valley.						
	[9]						

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Copyright Acknowledgements:

Question 1 Figure 1
Question 2 Figure 2

© adapted: http://tourismconcern.org.uk/travel-indochina/.

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