

# Cambridge International AS & A Level

CANDIDATE NAME					
CENTRE NUMBER			CANDIDATE NUMBER		



**TRAVEL & TOURISM** 

9395/41

Paper 4 Destination Management

May/June 2022

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.

(a)	Explain <b>two</b> benefits to Gumbo Limbo of having a membership scheme.
(a)	
	1
	2
	[4]
(b)	Assess why fundraising is an important goal for Gumbo Limbo.

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 	[12]

Refer to Fig. 2.1 (Insert), information about Madrid, the capital city of Spain.

2

(a)	Explain <b>two</b> positive economic impacts of tourism on Madrid.	
	1	
	2	
(b)	Assess how the city council in Madrid may help preserve the city's culture.	[4]

10.

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	 	 •••••	 
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[12]

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