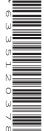


Cambridge International AS & A Level

CANDIDATE NAME					
CENTRE NUMBER			CANDIDATE NUMBER		



TRAVEL & TOURISM

9395/43

Paper 4 Destination Management

May/June 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 Travellerworld, a Destination Management Company (DMC).

(a)	Explain two likely reasons why a DMC, such as Travellerworld, would need to have a good relationship with overseas agents and specialist tour operators.
	1
	2
	[4]
(b)	Assess likely reasons why a DMC, such as Travellerworld, would need to continually develop new products and services.

		IO.

[40]
 [12]

Question 2

Refer to Fig. 2.1 (Insert), information about Fogo Island Inn, Canada.

(a)	Explain two ways the Fogo Island Inn supports economic development on Fogo.	
	1	
	2	
		[4]
(b)	Assess how tourists can help to preserve the cultural traditions on Fogo.	

		IO.

[12

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