

Cambridge International Examinations

Cambridge International Advanced Level

CANDIDATE NAME		
CENTRE NUMBER	CANDIDATE NUMBER	

207617312

TRAVEL AND TOURISM

9395/43

Paper 4 Specialised Tourism

October/November 2015

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.

This document consists of **7** printed pages, **1** blank page and **1** Insert.



Question 1

Refer to Fig. 1 (Insert), information about tourism awards in Asia.

(a)	Using Fig. 1 (Insert), explain two ways in which the Wild Asia Responsible Tourism Awards encourage tourism providers to 'make a difference'.
	F 43

Discuss the possible ways in which tourism can help to alleviate poverty in places such Sri Lanka.

Refer to Fig. 2 (Insert), information about the Heritance Kandalama Hotel in Sri Lanka.

(c)	Analyse environn			as	the	Heritance	Kandalama	attempt	to	reduce	negative
		•••••	 								
			 								[12]

[Total: 25]

Question 2

Refer to Fig. 3 (Insert), information about Fat Tire Bike Tours in Berlin, Germany.

(a)	Using Fig. 3 community in I	explain	two	ways	in	which	Fat	Tire	Bike	Tours	support	the	local
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(c)	Discuss the retourists taking	measures that cycle tours.	cities	such as	Berlin	might	use to	manage	large	numbers of
			•••••							
				•••••						
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										[12]

[Total: 25]

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