

#### **Cambridge International Examinations**

Cambridge International Advanced Subsidiary and Advanced Level

CANDIDATE NAME				
CENTRE NUMBER		CANDIDA NUMBER	TE	

# TRAVEL AND TOURISM

9395/41

Paper 4 Destination Management

May/June 2018

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.

Do not use staples, paper clips, glue or correction fluid.

You may use an HB pencil for any diagrams or graphs.

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.



# **Question 1**

.,	
Refer to	Fig. 1 (Insert), information about Atlas, a destination management company (DMC) in Croatia.
(a)	Explain <b>two</b> reasons why Atlas may want to develop new products and services.
	1
	2
	[4]
(b)	Discuss the likely reasons why retaining local traditions and culture is seen as a success factor for Atlas.

 		 	•••••
 		 	•••••
 	•••••	 	
			[0]

(c)	Assess the re organisations.	easons why	a DMC,	such as	Atlas, v	vorks wit	h a varie	ety of	commercial
					•••••				
					•••••				
					•••••				

[12 <sup>7</sup>

# Question 2

Refer to Fig. 2 (Insert), information about Antequera Dolmens Archaeological Site in Spain.

(a)	Explain <b>two</b> possible reasons why managers of the Antequera Dolmens Archaeological S have made it free to visit.	3ite
	1	
	1	
	2	
		[4]
(b)	Assess tourism development activities that may be used to reduce negative environment impacts at the Antequera Dolmens Archaeological Site.	ntal

 	•••••	•••••	
			[0]

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[12]

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