

Cambridge International AS & A Level

CANDIDATE NAME					
CENTRE NUMBER			CANDIDATE NUMBER		

TRAVEL & TOURISM

9395/42

Paper 4 Destination Management

October/November 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.

Ref	er to Fig. 1.1 (Insert), information about Rwanda, a country in Africa.
(a)	Explain two reasons why environmental impacts should be monitored in the national parks in Rwanda.
	1
	2
	[4]
(b)	Discuss how tour operators can encourage responsible tourist behaviour.

• •
 • •
• •
•
• •
••
 • •
•••
• •
•••
• •
٠.
 • •
_

 	 	 	 	 	• • • • • • • • • • • • • • • • • • • •	
 	 •••••	 	 	 		

[40]
 [12]

a)	Explain two reasons why a DMC, such as Desert Tourism, must have 'excellent local expertise'.
	1
	2
	2
	[4
o)	Assess the benefits to Desert Tourism of targeting specialised markets.

LO.

Evaluate why Oman should invest in the long-term benefits of tourism.

 	 [40

BLANK PAGE

BLANK PAGE

BLANK PAGE

The boundaries and names shown, the designations used and the presentation of material on any maps contained in this question paper/insert do not imply official endorsement or acceptance by Cambridge Assessment International Education concerning the legal status of any country, territory, or area or any of its authorities, or of the delimitation of its frontiers or boundaries.

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in the Cambridge Assessment International Education Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cambridgeinternational.org after the live examination series.

Cambridge Assessment International Education is part of Cambridge Assessment. Cambridge Assessment is the brand name of the University of Cambridge Local Examinations Syndicate (UCLES), which is a department of the University of Cambridge.