



# Cambridge International AS & A Level

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**TRAVEL & TOURISM**

**9395/41**

Paper 4 Destination Management

**May/June 2023**

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**1 hour 30 minutes**

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## INFORMATION

- This insert contains all the figures referred to in the questions.
- You may annotate this insert and use the blank spaces for planning. **Do not write your answers** on the insert.



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This document has **4** pages. Any blank pages are indicated.

**Fig. 1.1 for Question 1**

Iguaçu Waterfalls are in South America, and their management is shared by two countries, Argentina and Brazil. The waterfalls are located in two different cities, Puerto Iguazú in Argentina and Foz de Iguaçu in Brazil. The cities are only 16 km apart.

The waterfalls are in national parks in both countries and these have been World Heritage sites since 1984. Both parks are full of interesting wildlife and have fantastic panoramic viewing points.

Each day, tour operators collect visitors from hotels in both countries for excursions to the waterfalls. Visitors can enjoy the waterfalls from viewing points, walking trails and boat tours. There is also a rainforest ecological train, known as the Waterfalls Train that runs through the forest on the Argentinian side transporting tourists to the waterfalls.

In the last 20 years, both national parks have seen a huge growth in visitors with millions visiting each year. This growth in tourism numbers has brought many economic benefits to both countries, but at the same time reduces some of the natural resources where land is converted into tourist facilities. This creates pressure on local infrastructure including poor sanitation systems and pollution. There has also been an issue of the displacement of indigenous people.

**Fig. 1.1**

**Fig. 2.1 for Question 2**

Vietnam is a country in south east Asia. It has beautiful landscapes and seascapes and each year it welcomes over 18 million tourists. They visit to try the food, see the beaches, meet the local people and enjoy the culture.

The Vietnamese government has set clear priorities for inbound tourism by advertising the country as a safe and secure place to visit. They also want to promote responsible tourism and raise awareness of the improvement of rural livelihoods through the diversification of Vietnam's tourism products. This is alongside a strong commitment to improve education and training for all tourism industry workers.

Da Nang is a popular destination in Vietnam. There are many places to visit in and around Da Nang:

**The beach**

Play football and volleyball, jog, walk or simply relax on the beach and see the Da Nang fishermen sell their fish each morning.

**Son Tra Peninsula**

The Son Tra Peninsula has densely forested hillsides that are home to a wide range of plants and animals found in few other places.

**My Son Sanctuary**

My Son Sanctuary is a two-hour drive from Da Nang. It is a UNESCO-listed complex of abandoned temples dating from the 4th century to the 14th century. Local tour guides provide details of the history of the temples and the traditional culture.

**Da Nang seafront**

Da Nang has many seafront street vendors and restaurants where visitors can try the Banh Mi (a Vietnamese baguette) and Mi Quang (a famous Vietnamese noodle dish).

**Fig. 2.1**

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