

## **Cambridge International Examinations**

Cambridge International Advanced Subsidiary and Advanced Level

CANDIDATE NAME			
CENTRE NUMBER		CANDIDATE NUMBER	
TRAVEL AND TOURIS	M		9395/42
Paper 4 Destination Ma	ınagement	Octo	ber/November 2017
			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 Sumak Travel, a responsible tour operator.

(a)	Explain <b>two</b> roles of commercial organisations, such as Sumak Travel, in destination management.	1
	1	
	2	
	2	
	[4	

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(b)	Explain how tour operators, such as Sumak Travel, try to educate tourists to be culturally aware.
	[9]

(c)	Discuss the importance of developing new products and services in destination management.
	[12]

# Question 2

Refer to Fig. 2 (Insert), information about airport expansion.

(a)	Explain <b>two</b> advantages of conducting an Environmental Impact Assessment (EIA) before an airport is built.
	1
	2
	[4]

(b)	Assess the economic impacts that airport expansion may bring to the local community.
	[9]

(c)	Evaluate the possible negative environmental impacts of airport expansion.
	[12]
	[12]

[Total: 25]

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