

CANDIDATE
NAME

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CENTRE
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TRAVEL AND TOURISM

9395/41

Paper 4 Destination Management

October/November 2019

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 **9** printed pages, **3** blank pages and **1** Insert.

1 Refer to Fig. 1.1 (Insert), information about tourism in the Dordogne, France.

(a) Explain **two** ways the owners of the Dordogne caves might develop their products and services.

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[4]

(b) Assess possible ways visitor impacts to the caves can be further reduced.

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[The page contains 24 horizontal dotted lines for writing.]

[12]

[Total: 25]

[Turn over

2 Refer to Fig. 2.1 (Insert), information about Morocco.

(a) Explain **two** benefits for Moroccan tourism of having 'Vision 2020'.

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[4]

(b) Assess how the multiplier effect may bring positive impacts to Morocco.

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