

CANDIDATE  
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NUMBER

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**TRAVEL AND TOURISM**

**9395/04**

Paper 4 Destination management

**For Examination from 2017**

SPECIMEN PAPER

**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 in the spaces at the top of this page.

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.

At the end of the examination, fasten all your work securely together.

The number of marks is given in brackets [ ] at the end of each question or part question.

This document consists of **9** printed pages, **1** blank page and **1** Insert.



**Question 1**

Refer to Fig. 1 (Insert), information about Tourism Concern, a Non-Governmental Organisation (NGO).

(a) Tourism Concern is an NGO.

Describe **two** roles of an NGO within destination management.

1 .....

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.....

.....

2 .....

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..... [4]





[25 blank lines for writing]

[12]

[Total: 25]

[Turn over

**Question 2**

Refer to Fig. 2 (Insert), information about tourism and its impacts on the Zambezi Valley.

(a) Explain **two** likely political objectives for developing tourism in the Zambezi Valley.

1 .....

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2 .....

.....

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..... [4]









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*Copyright Acknowledgements:*

Question 1 Figure 1      © adapted: <http://tourismconcern.org.uk/travel-indochina/>.  
Question 2 Figure 2      © adapted: [http://www.zamsoc.org/?page\\_id=91](http://www.zamsoc.org/?page_id=91).

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