

Cambridge International AS & A Level

CANDIDATE
NAME

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TRAVEL & TOURISM

9395/42

Paper 4 Destination Management

May/June 2021

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.

This document has **12** pages. Any blank pages are indicated.



Question 1

Refer to Fig. 1.1 (Insert), information about Carezza Ski, a resort in Italy.

(a) Explain **two** benefits to Carezza Ski of working on joint projects with other ski resorts.

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[4]

(b) Assess how Carezza Ski might prevent conflict between different activity users.

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[9]

Question 2

Refer to Fig. 2.1 (Insert), information about DMC Japan.

(a) Explain **two** benefits to customers of using DMC Japan.

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[4]

(b) Assess the cultural benefits to the local Japanese community of working closely with DMC Japan.

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