

CANDIDATE
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TRAVEL AND TOURISM

9395/41

Paper 4 Destination Management

May/June 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.

This document consists of **7** printed pages, **1** blank page and **1** Insert.

Question 1

Refer to Fig. 1 (Insert), information about a non-government organisation (NGO), the Rainforest Alliance.

- (a) Explain **two** reasons why the Rainforest Alliance offers training and education to tourism businesses.

1

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2

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..... [4]

Question 2

Refer to Fig. 2 (Insert), information about the Cayman Islands.

- (a) Explain **two** ways the Cayman National Cultural Foundation (CNCF) is likely to preserve Cayman Islands traditions.

1

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2

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..... [4]

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