

CANDIDATE
NAME

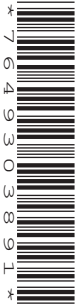
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CENTRE
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TRAVEL AND TOURISM

9395/41

Paper 4 Destination Management

May/June 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.

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

1 Refer to Fig. 1.1 (Insert), information about tourism to New Zealand following a recent earthquake.

(a) Explain **two** reasons why the New Zealand government and tourism operators would want to reduce the negative media impact of the recent earthquake.

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[4]

(b) Assess the likely economic impacts of natural disasters to destinations such as New Zealand.

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2 Refer to Fig. 2.1 (Insert), information about tourism development in Sri Lanka.

(a) Explain **two** reasons why SLTDA may want to support the work of the Institute of Tourism and Hotel Management.

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[4]

(b) Assess how the SLTDA destination management activities might help to monitor and evaluate Sri Lankan tourism.

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(c) Evaluate the methods which SLTDA might use to preserve the socio-cultural traditions of local communities in Sri Lanka.

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