



# Cambridge International AS & A Level

---

**TRAVEL & TOURISM**

**9395/41**

Paper 4 Destination Development and Management

**May/June 2024**

INSERT

**1 hour 30 minutes**

---

## INFORMATION

- This insert contains all the figures referred to in the questions.
- You may annotate this insert and use the blank spaces for planning. **Do not write your answers** on the insert.



---

This document has **4** pages. Any blank pages are indicated.

The country of Panama is in Central America it borders both the Caribbean Sea and the Pacific Ocean.

Panama's government formed an alliance at the start of 2021 called the Panamanian Alliance for Community Tourism (PACT). PACT works with non-profit NGO organisations and has plans to engage with local communities to develop more community-based tourism.

Two of the plans are:

1. To market both nature and culture-based tourism.  
Using investment from tourism income so that both public and social projects can be developed. This means that the local community will get the opportunity to help preserve their environment and develop their cultural assets. Therefore, they can support and protect important culture-based activities such as arts and crafts of local tribes.
2. Increase the sustainable use of resources.  
Plans include protecting natural environments with input from locally established NGOs as well as international conservation groups. The plans include the regeneration of towns and landscapes to widen access for all visitors to facilities and amenities.

**Fig. 1.1**

Dedication Destination Management Company (DMC) recognises the need to act responsibly and to protect and preserve the environment and support development in the locations in which they operate.

Dedication DMC do this by:

- careful selection of the products and services they offer
- running events in an environmentally responsible way
- organising social responsibility programmes with the aim of helping to improve the lives of people around the world.

Dedication DMC use recognised international standards and guidelines to create sustainable events, holidays, conferences and transportation solutions. They ask all suppliers to sign a code of conduct to ensure good practice. All staff of Dedication DMC sign a code of business ethics. This helps to promote respect and encourage good communication between suppliers and customers.

As industry leaders, Dedication DMC play a key role in the MICE sector. The directors of the organisation are actively involved with many commercial industry groups for the educational and networking benefits they offer. Dedication DMC benefit enormously from these partnerships and affiliations and believe in supporting local communities particularly in Less Developed Countries (LDCs). This involves investment in long term benefits for the local community and the tourism economy.

**Fig. 2.1**

**BLANK PAGE**

---

The boundaries and names shown, the designations used and the presentation of material on any maps contained in this question paper/insert do not imply official endorsement or acceptance by Cambridge Assessment International Education concerning the legal status of any country, territory, or area or any of its authorities, or of the delimitation of its frontiers or boundaries.

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in the Cambridge Assessment International Education Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at [www.cambridgeinternational.org](http://www.cambridgeinternational.org) after the live examination series.

Cambridge Assessment International Education is part of Cambridge Assessment. Cambridge Assessment is the brand name of the University of Cambridge Local Examinations Syndicate (UCLES), which is a department of the University of Cambridge.