



Cambridge Assessment  
International Education

## Specimen Paper Answers – Paper 4

# Cambridge International AS & A Level Travel & Tourism 9395

For examination from 2024



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## Introduction

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These specimen answers have been produced by Cambridge ahead of the examination in 2024 to exemplify standards for those teaching Cambridge International AS & A Level Travel & Tourism. We have selected questions from Specimen Paper 4, Questions 1 and 2.

The marks given are for guidance only and are accompanied by a brief commentary explaining the strengths and weaknesses of the answers. Comments are given to indicate where and why marks were awarded, and how additional marks could be obtained. There is also a list of common mistakes and guidance for candidates for each question.

The mark schemes and inserts for the Specimen Papers are available to download from the [School Support Hub](#).

**2024 Specimen Paper 04**

**2024 Specimen Paper Mark Scheme 04**

**2024 Specimen Insert 04**

Past exam resources and other teaching and learning resources are available from the [School Support Hub](#).

## Details of the assessment

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The syllabus for Cambridge International AS & A Level Travel & Tourism is available at [www.cambridgeinternational.org](http://www.cambridgeinternational.org)

### Paper 4 Destination Development and Management

Written paper, 1 hour 30 minutes, 50 marks

Paper 4 assesses all four AOs.

This paper contains two compulsory questions of 25 marks each.

Each question includes a stimulus text which contains information in written, numerical and/or graphic form. Candidates need to answer the question using relevant and appropriate information from the stimulus to support their answers. Each question is divided into three sub-questions.

The questions are based on the A Level syllabus content topic 7. The content of the AS Level is assumed knowledge for the assessment of Paper 4. The AS Level content will not be the direct focus of questions on Paper 4.

## Question 1

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(a) Refer to Fig. 1.1 (Insert), information about the Sustainable Tourism Network (STN) in Nepal.

Explain **two** reasons why partnerships are important for destination management.

[4]

### Specimen answer

1 Partnerships are good for product knowledge and sharing between organisations as it allows for transfer of skills, and this helps with distribution of best practice.

2 Working in partnerships is important as it increases the opportunity to prevent misunderstandings between organisations; this will save time, money, and valuable resources.

**Mark awarded = 4 out of 4**

### Examiner comment

Two clear identifications are made for why partnerships are important for destination management, and both are explained.

### Common mistakes and guidance for candidates

Questions such as 1(a) and 2(a) must have two identified points that are explained. Four identified points without explanation will not gain full marks.

Candidates sometimes repeat the question but do not answer it.

(b) Assess the benefits to local communities, such as those in Nepal of adopting sustainable tourism practices.

[9]

### Specimen answer

*Sustainable tourism is concerned with economic, socio-cultural, and environmental issues. It also involves improving tourists' experiences whilst not damaging the host country.*

*Therefore, sustainable tourism practices are important to communities such as those in Nepal as they can help to preserve and conserve the resources in the area. These may be environmental or cultural. Sustaining an area's environment is important as it is the reason many tourists visit an area. Nepal has many interesting landscapes and they will not want to lose or deplete their environment; sustainable tourism should help with this by encouraging tourists not to damage the landscape and to respect the cultures they find. Sustainable tourism will also preserve the customs and crafts in Nepal and this will enable a community to have a strong identity and be proud of their home. Increasing investment in sustainable tourism helps to create both small and medium-sized tourism enterprises and this helps to generate more interest in a destination and could help reduce poverty and see an area like Nepal reach more tourism growth and potential.*

*Empowering the local people to manage their own environment ensures that they will have long term success and a strong input into the way the area is managed. Having many visitors can put pressure on fragile environments and adopting sustainable practices should help to manage tourists and resources by encouraging visitors to be responsible, not leaving waste behind and taking care to consider the impact of their actions on the local community.*

*Sustainable tourism tries to manage resources efficiently so that they can support local people e.g., in Nepal for their future generations. If local culture and customs are strengthened, then authentic experiences will continue, and this prevents the culture from becoming diluted.*

*Nepal's environment is very important to sustaining a good quality of life. This is a major benefit for the Nepalese as community employment can evolve and this will spread wealth to many people. There may, however, be a conflict with a reluctance or lack in leadership and this can cause difficulty for developing sustainable practices. There may also be difficulties with negotiating with local suppliers, this can be awkward and prove complex so would have to be balanced with efficiency and needs of the local people.*

*In conclusion there are many benefits to local communities of adopting sustainable tourism practices, the most significant is the preservation of their crafts and customs as these will be things that tourists will want to see but will also be integral to Nepalese people of retaining their cultural identity. Education is an important factor for ensuring visitors are aware of*

*their actions particularly on the fragile environment. Responsible tourism should be encouraged. A strong economic benefit would be that employment will be provided making the area economically efficient. Sustainability brings many qualities for the livelihood of the Nepalese people, but it needs to be promoted and remain an integral part of tourism policy so that both tourist and hosts benefit.*

**Mark awarded = 9 out of 9**

### Examiner comment

Table A is used to mark this response. The answer gains all 3 marks for AO1 (Knowledge and understanding) because there is a clear definition of sustainability. The response states clearly conservation and preservation, and explains that this strengthens cultural identity and empowering local people, so a range of valid points have been explained.

The answer gains 3 marks for AO3 (Analysis) because it provides an analysis of factors (local culture is strengthened, enhanced quality of life and managing resources) and therefore considers the significance of each valid point). The answer gains 3 marks for AO4 (Evaluation) because it offers a valid judgement on the relative importance of the different factors that can influence the benefits of sustainability through conflicts of leadership and issues with suppliers. A well-supported and reasoned conclusion is also provided.

### Common mistakes and guidance for candidates

Candidates may not 'assess' but simply describe or explain. 'Assess' requires the response to make an informed judgement.

In terms of evaluation, candidates often think that it is sufficient to consider the advantages and disadvantages of different ways without attempting to weigh up the strength of the different points.



(c) Evaluate the economic impacts of encouraging commercial organisations to develop tourism in Nepal. [12]

### Specimen answer

There are many economic impacts that Nepal may enjoy from encouraging commercial organisations to develop tourism. The most obvious is that of providing new employment and training opportunities. For example, a new hotel by a commercial provider could offer jobs in many different departments and with prospects of progression. However, if the hotel is owned by an overseas organisation, then the profits may be leaked to the head office outside of the country. This form of leakage can be quite damaging as the benefits to Nepal become less significant. Food from outside of the country may be imported, and workers may also be brought into work. This means that the Nepalese people do not benefit very much at all. However, if visitors do stay in the hotel, they may visit local visitor attractions, restaurants, and cafes and this will bring some benefits to the local people where they can gain employment and receive some benefits through the multiplier effect. Unfortunately, tourism employment is seasonal and low paid, this means that during the shoulder months there is less tourism and workers may be made laid-off and therefore lose valuable wages. If Nepal is able to have a longer season by offering holidays throughout the whole year, capitalising on both adventure and rural tourism, then there may be more employment opportunities and wealth creation for the area. Of course, if there is an opportunity to work in hotels or for other tourism organisations then this may cause a loss in traditional local employment. There needs to be a balance between the benefits of encouraging commercial organisations and retaining the traditions of Nepal. Economic development will benefit the country if there is an influx of foreign exchange and additional taxes gained from tourists. New infrastructure can be built, and local people will benefit from better facilities, public services such as community centres, leisure centres and hospitals. Commercial organisations want to create profit and they may do this regardless of the local environment, particularly if they bring their own workforce and ignore the local workforce.

In conclusion, we can see that there are many positive economic impacts of encouraging commercial organisations such as more wealth, jobs, and better infrastructure, however if leakages occur, much of the wealth is lost and will only bring partial benefits to the country.

**Mark awarded = 12 out of 12**

### Examiner comment

Table D is used to mark this response. The answer gains all 4 marks for AO2 (Application) because there are clear impact points made in a detailed explanation of why each point mentioned is relevant/suitable to the context of the question. The points include employment, wealth, and infrastructure development and the multiplier effect.

The answer gains all 4 marks for AO3 (Analysis) because the answer is well-balanced and considers the significance of each of the factors discussed (employment may be at the expense of traditional roles, benefits of growth in infrastructure, multiplier effect for the community). The answer gains 4 marks for AO4 (Evaluation) because it offers a valid judgement on the relative importance of the different factors that economic impacts with a need for balance, infrastructure benefits and profits from commercial organisations. Based on the evaluation, a valid conclusion has been provided.

**Total mark awarded = 25 out of 25**

### Common mistakes and guidance for candidates

Candidates do not always 'evaluate'; they may simply give positive and negative aspects without drawing judgements.

Candidates may lose the thread of an argument and move to discuss other impacts of tourism such as environmental or socio-cultural impacts.

## Question 2

(a) Refer to Fig. 2.1 (Insert), information about Bawinanga Aboriginal Corporation (BAC) and their trips in Australia.

Explain **two** ways BAC promotes awareness of the indigenous peoples of Australia. [4]

### Specimen answer

1 BAC offer cultural trips and packages. This allows visitors to see the authentic Australia.

2 BAC ensures that all trips are run by local guides, these guides will use local food and resources that are indigenous to the area.

**Mark awarded = 4 out of 4**

### Examiner comment

Two identified points are clearly made, and these are both explained.

### Common mistakes and guidance for candidates

Questions such as 1(a) and 2(a) must have two identified points that are explained. Candidates sometimes identify four and do not explain and therefore can only gain 2 marks.

(b) Discuss the likely reasons why BAC would liaise with the local authority and tourist board before developing further tourist sites. [9]

### Specimen answer

BAC would want to liaise with the local authority because they can offer advice on land use and explain about the different regulations that are involved in development. Australia is a big country and there are different states and territories, and this means that there will be different regulations when trying to develop a tourist site. BAC would benefit from hearing their advice and guidance because they would not wish to make mistakes as these could be costly and time consuming.

A tourist board can offer vital information on visitor management, marketing, promotional work, and support. They are often consulted on major developments as they can give a tourism viewpoint and support organisations that want to develop tourism. Tourist authorities are also involved in assisting with the management of infrastructure relating to a planned development, this could be very useful for BAC as they will need to understand what infrastructure is needed and at what cost. Sometimes there are delays in getting planning and development applications approved. This can be costly and may result in more plans

*being drawn up. BAC would not be able to afford such issues, so it would be necessary to get the best advice from both the local authority and tourist board beforehand.*

*The local authority and tourist board will also have links to other tourism sectors and will be able to give BAC support with these public, private and other voluntary sector organisations. However, some strategies and policies may cause conflicts between the public and private partners. Each organisation will have their own organisational procedures as well as their own ethics and principles. They may disagree with BAC and their plans could stall if conflicts arise. BAC would need to be aware of and understand consultation procedures, this could help with prevention of loss of time, money, and resources.*

*There may be further disadvantages whilst liaising with the tourist boards and local authorities. Sometimes they will have their own agendas when considering tourist developments. There may be conflicts between partners and if there were to be a consultation over the site, this would mean a longer timeframe, and this could cause more money to be wasted. It appears that it is best for BAC to get the most information possible as they need to be informed and guided for the best possible solution.*

**Mark awarded = 8 out of 9**

### **Examiner comment**

Table B is used to mark this response. The candidate has provided a useful analysis of the likely reasons why BAC would liaise with the local authority and tourist board and has offered a relevant evaluation which has weighed up the factors on both sides.

For AO2 (Application), 3 marks are awarded. The response includes an explanation of why each of the points mentioned are relevant covering land use in different states and territories, planning controls to protect the environment, marketing and promotion. For AO3 (Analysis), 3 marks are awarded, the response is well balanced and considers the significance of each point including local authorities having knowledge of land use, costs involved, help with consultations. For AO4 (Evaluation), there are some evaluation points such as tourist board having their own agendas and possible conflicts between sectors. However, the conclusion made in the response is not fully supported. Therefore, 2 marks are awarded.

### **Common mistakes and guidance for candidates**

The response only discusses one side of an argument and no judgement as to the relative strengths and weaknesses of a particular point.

(c) Assess the ways cultural understanding can help preserve indigenous cultures. [12]

### Specimen answer

*Cultural understanding is important to help preserve indigenous cultures. Education for tourists will allow visitors to appreciate cultures within a country like Australia. This can help with strengthening the rights of indigenous people as their lifestyles become understood and respected.*

*It is not only up to the tourist to gain an understanding of a culture, but it is also vital that both a tour operator and travel agent also prepare good information for the tourist to read and understand. This can be found in their brochures or web pages. By providing good information about a culture there will be better understanding and hopefully less conflict. This will encourage respect and prevent causing offence e.g., by wearing the incorrect clothing whilst in a religious environment, restaurant, or visitor attraction.*

*When visitors understand a culture, they will enjoy seeing the authentic products and services and this can help to prevent staged authenticity and commodification. These two factors do not help to preserve indigenous cultures as they alter the original traditions and customs, and tourists will not see the genuine culture. This is difficult for an indigenous culture as there will be some who wish to create a change in culture to provide for an easier option to give to tourists, but it will dilute the indigenous culture, and this may cause local people to lose sight of their origins. Understanding of culture can reduce commodification and reduce the loss of culture and allow for the growth of local arts, crafts and customs. This is very important for younger generations in Australia as they can benefit from keeping their traditions alive and this can make them proud of their beliefs and thereby strengthening the cultural identities of the country and even create good cultural bonding between hosts and tourists.*

*In conclusion, good education for tourists can help to prevent conflicts and any negative social problems that may arise when tourists are disrespectful. If cultural understanding is not encouraged, then there is a greater chance that offence and poor behaviour may occur. Changing cultures for the benefit of tourists through commodification and staged authenticity will have a greater negative impact on indigenous cultures, therefore accurate cultural understanding is vital to protect these cultures as they can be lost forever.*

**Mark awarded = 12 out of 12**

### Examiner comment

Table C is used to mark this response. The answer gains all 4 marks for AO1 (Knowledge and understanding) covering education, understanding, strengthening of the rights, preservation of cultures therefore the response contains a range of valid points with a detailed explanation of each.

The answer gains 4 marks for AO3 (Analysis) because the response is well-balanced and considers the significance of each stated factors (appreciation, less likely to have staged authenticity and commodification).

The answer gains 4 marks for AO4 (Evaluation) because it offers a valid judgement on the relative importance of the different factors that can assess the ways cultural understanding can help preserve indigenous cultures. These include original traditions and customs and links to commodification and staged authenticity and dilution of a culture, which well support the conclusion made.

**Total mark awarded = 24 out of 25**

### Common mistakes and guidance for candidates

Candidates may not 'assess' but simply describe or explain. 'Assess' requires the response to make an informed judgement.

In terms of evaluation, candidates often think that it is sufficient to consider the advantages and disadvantages of different ways without attempting to weigh up the strength of the different points to make a conclusion or recommendation.

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