



Cambridge International AS & A Level

TRAVEL & TOURISM

9395/41

Paper 4 Destination Development and Management

May/June 2025

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.

Barbados is an island in the Caribbean. Barbados is one of the top travel destinations in the Caribbean. It is well known for its white sandy beaches, beautiful blue waters and sun-filled skies. However, there is more to Barbados than its beautiful landscape.

There is so much to see and do for leisure and business tourists in Barbados. Barbados hosts many popular cultural and sporting events, has a vibrant nightlife and a wealth of attractions on land and sea. Recently there has been a growth in inbound tour operators offering trips to all parts of Barbados.

There are many hotels and private villas in the south and west of Barbados and a growing number of boutique and eco hotels in the north and east. All new hotels are subject to the Barbados National Building Code. Much of the code is focused on fire and building safety.

Barbados provides a chance to relax and experience authentic local culture including:

- The Holetown Festival: known for its music, local food and drink, crafts and many cultural and historical displays
- The Crop Over Festival: known for its calypso music, bright colours, crafts and children's events, displaying Barbados' traditions and culture
- Bajan Pottery: known for its functional and decorative pieces which tourists can buy.

Fig. 1.1

South Korea's Ministry of Culture, Sports and Tourism (MCST) is a central government agency. MCST is responsible for the areas of tourism research, culture, art, religion and sports.

Tourism is hugely important to South Korea. The tourism sector in South Korea generates around \$11.8 billion per year. MCST works with many smaller South Korean tourism organisations, both in the commercial and non-commercial sectors.

A key partner for MCST is the Seoul Tourism Organisation (STO). Seoul is the capital city of South Korea. STO has a mission to develop Seoul into a sustainable tourism destination by working with MCST on the following key economic and political tourism practices:

- develop and invest in tourism
- maximise visitor spending
- support innovation
- develop MICE services
- enhance the image and reputation of South Korea.

The Ministry of Environment in South Korea has a mission to reduce negative environmental issues such as litter, air pollution and water management.

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 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.