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TRAVEL & TOURISM

9395/41

Paper 4 Destination Development and Management

October/November 2025

1 hour 30 minutes

You must answer on the question paper.

You will need: Insert (enclosed)

INSTRUCTIONS

- Answer **all** questions.
- Use a black or dark blue pen.
- Write your name, centre number and candidate number in the boxes at the top of the page.
- Write your answer to each question in the space provided.
- Do **not** use an erasable pen or correction fluid.
- Do **not** write on any bar codes.

INFORMATION

- The total mark for this paper is 50.
- The number of marks for each question or part question is shown in brackets [].
- The insert contains all the figures referred to in the questions.

This document has **12** pages. Any blank pages are indicated.



- (a)** Explain **two** likely political objectives of tourism management for Cambodia.

[4]



[9]





(c) Discuss why the multiplier effect benefits destinations.

[illegible]



[12]

[Total: 25]





2 Refer to Fig. 2.1 (Insert), information about Tunisia, a country in north Africa.

(a) Explain **two** likely priorities of a Ministry of Culture.

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[4]

(b) Assess why monitoring sociocultural impacts is important for destinations.

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[9]





(c) Discuss the benefits to the INP of working in partnership when managing tourism in Tunisia.

[illegible]



..... [12]

[Total: 25]









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