



Cambridge International Examinations
Cambridge International Advanced Level

CANDIDATE
NAME

--

CENTRE
NUMBER

--	--	--	--	--

CANDIDATE
NUMBER

--	--	--	--



TRAVEL AND TOURISM

9395/43

Paper 4 Specialised Tourism

October/November 2015

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.

You may use an HB pencil for any diagrams or graphs.

Do not use staples, paper clips, glue or correction fluid.

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 **7** printed pages, **1** blank page and **1** Insert.

Question 1

Refer to Fig. 1 (Insert), information about tourism awards in Asia.

- (a) Using Fig. 1 (Insert), explain **two** ways in which the Wild Asia Responsible Tourism Awards encourage tourism providers to 'make a difference'.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....[4]

(b) Discuss the possible ways in which tourism can help to alleviate poverty in places such as Sri Lanka.

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....

..... [9]
[Turn over

Question 2

Refer to Fig. 3 (Insert), information about Fat Tire Bike Tours in Berlin, Germany.

- (a)** Using Fig. 3 (Insert), explain **two** ways in which Fat Tire Bike Tours support the local community in Berlin.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....[4]

BLANK PAGE

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 International Examinations Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cie.org.uk after the live examination series.

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