



Cambridge International AS & A Level

CANDIDATE
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CENTRE
NUMBER

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TRAVEL & TOURISM

9395/41

Paper 4 Destination Development and Management

May/June 2026

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. Do **not** use correction fluid or tape.
- 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.



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[4]

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9395/41/M/J/26

[Turn over



[illegible]



[12]

[Total: 25]

[Turn over



2 Refer to Figure 2.1 (Insert), information about the Uganda Tourism Board (UTB).

(a) Explain **two** reasons why market data and research are important for UTB.

1

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2

[4]

(b) Assess the benefits of providing tourism education for the local population in a destination.

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[9]

[illegible]



9

[illegible]

[Total: 25]





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