

Cambridge International AS & A Level

TRAVEL & TOURISM**9395/43**

Paper 4 Destination Development and Management

May/June 2026

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.

Figure 1.1 for Question 1

Bali, an island in Indonesia, is near the equator in Southeast Asia. It has many natural wonders such as mountains, beaches, lakes and forests. There are also famous sights including rice terraces and volcanoes in Bali. Ancient religious beliefs and traditions are important to the local Balinese people. As one of Asia's top tourist destinations, Bali has many resorts, restaurants and tourist activities.

New rules are being proposed for visitors to Bali because of past incidents of disrespectful behaviour by tourists. The Ministry of Tourism and Creative Economy in Bali has suggested a plan to advise tourists on appropriate behaviour. Tourists will be advised to dress modestly in temples, to not touch holy trees and to not interrupt ceremonies. The rules also include potentially banning mountain hiking, as the mountains are sacred to the local Hindu community.

However, the proposal to ban mountain hiking has been questioned by tour operators. Mountain hiking is a popular tourist activity and is promoted by many tourism organisations in Bali. This proposed ban has upset many Balinese tourism organisations that offer hiking tours.

Figure 2.1 for Question 2

The Florida Park Service manages 175 state parks in the United States, including some of Florida's Coral Reef. Clear visitor management policies are in place to ensure the safety of all visitors.

Florida's Coral Reef plays a crucial role in supporting vital ecosystems by safeguarding shorelines and providing a habitat for many marine creatures. The reef boasts over 600 fish species, 70 coral species and various marine life. The reef attracts many tourists who want to take part in outdoor activities. Boat tours offer excellent opportunities to observe the marine life at the reef, with occasional sightings of manatees or crocodiles.

Educating people about the reef and nearby ecosystems is vital for its preservation. Education is essential to reduce threats to the reef's health and to sustain its importance to the local economy.

While enjoying Florida's Coral Reef, it is important to follow responsible practices. Florida State Park Service provides the following information for visitors so that they know how to protect and enjoy the reef in a responsible and reef-friendly way:

- Boating: prevent boat and anchor contact with the coral reef.
- Fishing: only fish in designated areas and ensure sustainable fishing practices are used.
- Diving and snorkelling: explore the reefs responsibly. Keep a minimum distance of 15 metres between you and manatees at all times.
- Pollution: choose products carefully and safely dispose of unwanted items. Do not litter.
- Fossils and artifacts: view the fossils with care, they must not be disturbed or removed.
- Aquatic plants: do not trample, disturb or remove plants.
- Carbon footprint: make small changes to reduce climate change stress on reefs.

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 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 (Cambridge University Press & Assessment) 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 our 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 International Education is the name of our awarding body and a part of Cambridge University Press & Assessment, which is a department of the University of Cambridge.