



Cambridge International AS & A Level

TRAVEL & TOURISM

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Paper 4 Destination Management

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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. Blank pages are indicated.

Fig. 1.1 for Question 1

Travellerworld is a Destination Management Company (DMC) and main supplier of travel and tourism activities, meetings and incentives for group travel. It is known as a leading destination management consultancy and works with partners, communities and tourism organisations around the world. It has a good relationship with overseas agents and specialist tour operators.

Group travel management companies can profit from working with a global DMC such as Travellerworld by gaining access to new and innovative destinations such as Mongolia, Montenegro, Panama and Vietnam. The DMC also has detailed knowledge of international hotels, coast, golf and spa resorts. Destinations such as Spain, France, Morocco, Turkey and Egypt provide excellent event destinations in coastal locations. London, New York, Las Vegas, Prague, Paris and St Petersburg offer excellent motivational, corporate and incentive event solutions.

Why use Travellerworld DMC?

- It is an award winning company which is accredited.
- It offers the opportunity to visit new luxury hotels, golf and spa resorts.
- It will save group organisers time and money with their corporate meeting activities including finding the best corporate hotel rates.
- Travellerworld does all the planning and hard work for you by dealing directly with hotels and arranging local transfers.
- Travellerworld supports local communities and believes in sustainable policies.

Fig. 1.1

Fig. 2.1 for Question 2

Fogo Island is the largest of the offshore islands of Newfoundland and Labrador, Canada. The island has a population of less than 3000 people and is the home of the famous Fogo Island Inn which was designed by Newfoundland-born architect Todd Saunders.



The Fogo Island Inn has 29 rooms, all of which are en-suite. When it was designed, limiting the environmental impact was one of the main concerns. All the building materials were locally sourced. A responsible and sustainable ethic was important. Today, the Inn uses recycling, composting, and renewable solar and wood-burning energy sources. All the food served at the Inn is locally grown and organic. There is an agricultural co-operative on the Island which the Inn supports. The Inn is run as a social enterprise that channels all surplus profits back into community projects on Fogo Island. The Inn employs many people from the

local community, and supports the Island's traditions through the playing of local music, staging of entertainers, crafts and cultural activities which offer visitors an authentic cultural Fogo experience.

Fig. 2.1

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