
TRAVEL AND TOURISM

9395/04

Paper 4 Destination management

For Examination from 2017

SPECIMEN INSERT

1 hour 30 minutes

READ THESE INSTRUCTIONS FIRST

This Insert contains all the Figures referred to in the questions.

Anything the candidate writes on this Insert will not be marked.

This document consists of **3** printed pages and **1** blank page.

Question 1

tourismconcern

Action for Ethical Tourism

Tourism Concern works towards ethical and fairly traded tourism wherever we can make a difference – campaigning, informing and supporting.

Different campaigns, same approach

Our campaigns are driven by the needs reported to us by the communities and organisations at destinations, or by travellers who have had problems on their holiday.

We consult with partners and stakeholders involved in tourism over issues such as water equity, land grab, international volunteering, work conditions and much more. We spend several months researching, investigating and collecting case studies. This enables us to find solutions.

Our campaigns require funding, and the search for support is an important part of our role

Our solutions are diverse. However, they always revolve around the following **three** areas:

1. Influencing

We aim to change the way that tourism is traded and developed through collaborative work with industry, government, development and human rights non-governmental organisations (NGOs).

2. Creating alternatives

We create approaches to maximise tourism benefits to local communities through education and training.

3. Supporting communities

We help people and communities to be heard by supporting ethical tour operators such as **Travel Indochina**, who have been operating small group journeys and tailor-made holidays to Asia since 1993. Starting in Vietnam, the company has grown to cover 11 destinations in Asia. They maintain a focus on cultural exchange and responsible local experiences. As well as offices in Australia, UK and the United States, Travel Indochina also has seven operations offices throughout Vietnam, Cambodia and Laos meaning they are able to control the content of their itineraries and the actions of their suppliers. It also



means they can employ local office staff wherever possible. They focus on responsible tourism and work with other social enterprises and NGOs. This includes the 'Streets International Training Restaurant' (which provides a training programme for disadvantaged children) in the old port town of Hoi An in Vietnam; a deaf and blind workshop in Hue and a number of other socially minded organisations including the Angkor Hospital for Children in Cambodia and Purkal Youth Society in India.

Fig. 1

Question 2**Tourism needs careful planning to avoid negative impacts**

The Zambezi Valley is recognised as a globally important wilderness tourism destination, with its major attractions including the Victoria Falls, the Batoka, Kariba, Mupata and Lupata Gorges, two man-made lakes as large as inland seas – Kariba and Cabora Bassa and a combination of mountain habitats with abundant wildlife and spectacularly beautiful scenery. The river basin also incorporates two UNESCO World Heritage Sites (Victoria Falls/Mosi-oa-Tunya and Mana/Sapi/Chewore) and the Middle Zambezi Biosphere Reserve, as well as several of Africa’s finest National Parks and safari areas. Its magnificent delta has, for centuries, been a focal point in the history and culture of the region.

With global tourism increasing annually, careful long-term planning is needed in order to prevent the pressure for tourism development and its associated impacts eroding the very wilderness values that make the Zambezi Valley such an attractive destination.

The effects of a growing tourism industry and pressure for more tourism development is most evident at Victoria Falls/Mosi-oa-Tunya, the Zambezi Valley’s most famous tourist destination. Lack of sensible planning and a tendency to ignore the wilderness and environmental factors in the rush for short-term profit, are in danger of reducing the quality of the visitor experience. After Zimbabwe’s economic and political crisis years between 2000 and 2009, tourism has finally begun to return to the Zambezi Valley. There is now a clear policy to enhance the image and reputation of the destination over the long term. This requires working with other organisations such as the Zambezi Society and the Zimbabwe Parks and Wildlife Authority. These organisations are currently attempting to reduce tourism impacts in the Mana Pools area by:

- Displaying their **Respect the Wild Code of Conduct** at tourist offices and encouraging visitors to read and understand its principles.
- Assisting with the introduction of a “Carry-in-Carry-Out” policy for waste management in the Park.
- Lobbying against the experimental introduction of motor-boating in Mana Pools during the rainy season.
- Assisting in the development of wilderness-sensitive tourism policies for incorporation into the Mana Pools Park Management Plan.
- Objecting to tourism development proposals that contradict the recommendations of the Park Management Plan.

Fig. 2

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Copyright Acknowledgements:

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Question 2 Figure 2 © adapted: http://www.zamsoc.org/?page_id=91.

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