

# **Cambridge Assessment International Education**

Cambridge International Advanced Subsidiary and Advanced Level

#### TRAVEL AND TOURISM

9395/41

Paper 4 Destination Management

May/June 2019

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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.

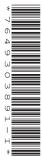
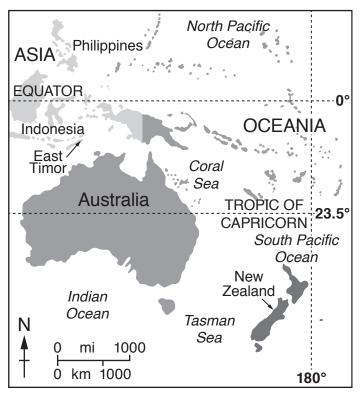


Fig. 1.1 for Question 1

New Zealand is a country in the south western Pacific Ocean; it consists of two main islands (North and South). The islands are affected by natural disasters and extreme weather.

New Zealand's booming tourism industry is at risk of being harmed by earthquakes, landslides and volcanoes. Recently, an earthquake on South Island forced the government and tourism operators to work together to reduce the negative media impact, particularly to their main markets overseas.

New Zealand's Prime Minister and tourism organisations say there is a risk visitors from overseas will get the wrong idea about the size of the area affected by the earthquake and this may deter tourists from visiting.



One Chinese inbound operator said there had been a lot of discussion about the earthquakes at a travel trade event in Shanghai but she had not been told of any cancellations from groups or individuals. The Chinese market grew at nearly 24% to more than 400 000 visitors in the last year but is influenced by world events such as natural disasters and terrorism, which had deterred tourists from China visiting Europe in the last 12 months. Lisa Li from China Travel Services said that because there wasn't a high death toll from the most recent earthquakes she did not think visitors would be deterred.

The New Zealand government and Tourism New Zealand, the country's national tourist organisation, continue to develop its country image and brand in order to increase visitor numbers and prevent a loss in market share.

Fig. 1.1

# Fig. 2.1 for Question 2

The Sri Lanka Tourism Development Authority (SLTDA) is committed to ensuring tourist destinations make the best use of their environmental and cultural resources, while respecting the socio-cultural traditions of local communities. They also provide economic benefits to communities, businesses, and national economies through responsible tourism planning and development.

# **SLTDA** ongoing projects:

- development of a best-practice eco lodge in the Sinharaja Rainforest;
- providing assistance and support to the Institute of Tourism and Hotel
  Management, in terms of management, curriculum development and strategic planning;
- development and promotion of Sri Lanka's cultural heritage, as a world-class destination.

# **SLTDA** destination management activities:

- 1. Visitor management techniques
- 2. Environmental impact assessment (EIA)
- 3. Carrying capacity calculation
- 4. Code of conduct for tourists
- 5. Sustainability indicator

### Key areas to calculate the sustainability of Sri Lanka's natural resources:

- 1. Resource use
- 2. Waste
- 3. Pollution
- 4. Local production
- 5. Access to basic human needs
- Access to facilities

Fig. 2.1

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