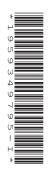


TRAVEL AND TOURISM

Paper 4 Destination Management INSERT

9395/42 October/November 2019

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.

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Fig. 1.1 for Question 1

Ecotourism is a major part of the tourism industry in Peru and includes conservation and preservation of historical landmarks, nature, and communities, through economic and socio-cultural initiatives and dedicated tour operators.

Machu Picchu is an ancient ruin and a UNESCO World Heritage Site which is also recognised as a leading ecotourism destination. The site continues to be closely monitored for degradation and the effects of human influence, and access to the site is highly controlled. There are strict regulations on behaviour on the Inca Trail, as well as in Machu Picchu, commanding respect and awareness of the fragility of the site due to tourism. Additionally, Machu Picchu is home to a number of Peru's exceptional birds and other wildlife, all of which require their natural environment to be undisturbed.

Community-Based Tourism

The sustainability of any tourism industry relies on involving and benefiting locals, both socio-culturally and economically. Through community-based tourism initiatives, visitors can participate in this area of ecotourism in Peru, which is designed to help people that can truly benefit from the tourism industry.

Community-based tourism businesses include accommodation providers, tours and experiences that are locally-owned, locally-managed and employ local people. Typically these types of organisations are extensively involved in supporting the nearby communities through job creation and finance.

Visitors can participate in community-based tourism by experiencing customs, engaging in agriculture, and learning local traditions such as dances and songs. These kinds of cultural engagement not only enrich the visitors' experience of the local lifestyle but they also assist in the cultural preservation of Peru's traditions and customs. Known for their colourful knitwear, Peru's indigenous Quechua population are often involved in sharing weaving techniques and processes, as well as selling their beautiful handmade products.

Fig. 1.1



Namibia has many famous sites from the highest sand dunes in the world to the deepest canyon in Africa. It is home to Africa's richest rock art sites, the oldest, driest desert in the world and a spectacular collection of wildlife.

It is also home to vibrant cities where people are excited about the future, while remaining deeply connected to their rich, cultural past. There is a stable, democratic government, good infrastructure and excellent ecotourism sites.

Tourism development – conservation strategies

Namibia was the first African country to incorporate protection of the environment into its government policies. The government has further reinforced this by giving local communities the opportunity and rights to manage their wildlife through communal partnerships.

Today, over 43% of Namibia's surface area is under conservation management. This includes national parks and reserves, communal and commercial partnerships, community forests and private nature reserves.

After independence in 1990, conservationists and the Ministry of Environment and Tourism made policy changes that allowed rural communities to benefit from wildlife by forming partnerships. In 1998, the first four partnerships were registered.

Today, more than 70 registered partnerships work with one in four rural Namibians. A sense of ownership over wildlife and other resources is encouraging people to use their resources sustainably. Wildlife is now seen as another land use in addition to agriculture and livestock farming.

People are living and working with wildlife and are managing their natural resources wisely. Recently, community-based natural resource management generated over NAD 42 million in income to rural Namibians. At the same time, the programme is assisting with a remarkable recovery of wildlife and tourist numbers.

Fig. 2.1 for Question 2

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