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**TRAVEL AND TOURISM**

**9395/43**

Paper 4 Destination Management

**October/November 2018**

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**1 hour 30 minutes**

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**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.

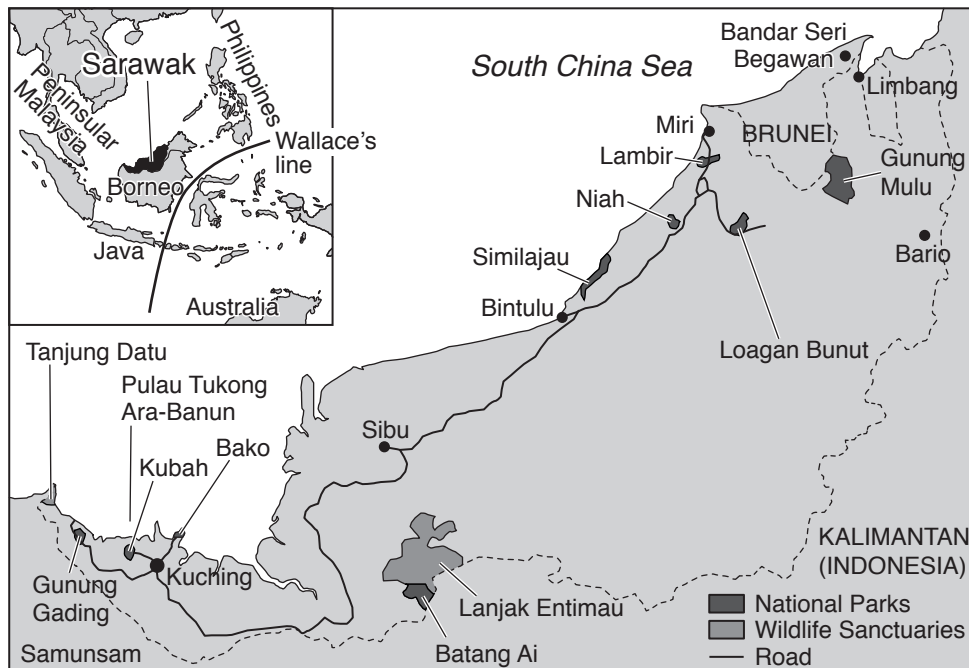


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Fig. 1 for Question 1

### Gunung Mulu National Park – A UNESCO World Heritage Site



Gunung Mulu is Sarawak's largest national park (528.6sqkm), and also Malaysia's first World Heritage Site, a status it was awarded in 2000. It is most famous for its limestone cave systems, including the world's largest natural chamber (the Sarawak Chamber), the world's largest cave passage (Deer Cave) and the longest cave in south east Asia (Clearwater Cave). Other fascinating sights and adventure activities include: a bat observatory; a 480m rainforest canopy skywalk (the world's longest tree-based walkway) and adventure caving trips to some of Mulu's less accessible caves; the challenging Mulu Summit climb; the spectacular Pinnacles trail and the historic Headhunter's trail through remote rainforest scenery.

Visitors may not enter any of the caves or the Mulu Canopy Skywalk without a park guide. For most trails, including the Mulu Summit climb, the Pinnacles trail and the Headhunter's trail, a park guide is also mandatory. Bookings and payment of fees can be made at the park office. During peak season, guides for popular activities such as the Pinnacles trail may be fully booked weeks in advance. The National Park provides much needed economic benefits to the local people with most funding of the park, including salaries for the employees, provided by the government.

Many visitors to Sarawak combine business with leisure. The Sarawak Convention Bureau (SCB) offers a programme dedicated to all aspects of business events and it is able to offer packages that allow delegates to enjoy the National Park after attending a business meeting or conference. SCB aims to strengthen the tourism industry by working with associations (local and national), corporate organisations, government agencies, media and industry partners. This allows them to develop strong community links whilst providing a network of organisations that can offer first-class tourism products.

Fig. 1

**Fig. 2 for Question 2****Destination Management Companies in Finland**

Destination management companies (DMCs) create complete programmes for incentive travel, meetings and leisure activities. DMCs can take care of all or only part of the arrangements.

ROOF Productions in Finland is a DMC specialising in event marketing, branding, promotions and incentive travel. They can handle hotel bookings, meeting room reservations, transportation, lunches and dinners, themed parties, company visits, guides, assistants and trips to the metropolitan area as well as further afield such as Lapland, St. Petersburg or to the Baltic countries. The skilled personnel, who are reliable with excellent enthusiasm and professionalism, guarantee satisfaction for clients.

ROOF Productions does not offer ready-made programmes as every event, regardless of size and budget, is planned and put together from start to finish. The client's needs and tastes are discussed in detail whether they are in the mass or specialised tourism market.

For incentive travel, the company will design every aspect of the journey, including flights, hotels, dining, ground transport, guiding, personal staff, private parties, villa rentals and helicopters.

Service in English, Swedish and Finnish.

**Fig. 2**

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