
TRAVEL AND TOURISM

9395/43

Paper 4 Destination Management

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Fig. 1.1 for Question 1



Tourism has been identified as a priority sector for the Royal Government of Cambodia. It is seen as having an important role in contributing to socio-economic development, job creation, revenue generation, the improvement of people's livelihoods and preventing poverty. Tourism in 2010 created around 30 000 direct jobs and several thousand indirect jobs. Tourism is publicised as being 'Green Gold' that is; it offers environmental protection while supporting economic development.

Cambodia has much potential for tourism development based on its many cultural and natural resources, especially while the country is seen to possess national unity, political stability, peace and security.

Cambodia is promoting itself as 'Cambodia - Kingdom of Wonder' as it has many cultural places of interest, temples and 400 km of beautiful beaches. It has, however, been influenced by the global economic crisis, the spread of flu virus and political crises in neighbouring countries in the region. However, since 2010 tourism has been growing by over 10% year on year. The main vision has been to encourage nature and cultural tourism development in a responsible and sustainable manner that benefits all stakeholders. The Royal Government continues to implement the following five development principles:

- to have competitive tourism business operations
- to encourage tourism development by having an open transport policy to improve travel by air, land and sea
- to enhance cooperation between the government, private sector and development partners
- to encourage tourism development activities in a sustainable way
- to enhance laws to ensure sustainable development and to protect stakeholders

Fig. 1.1

Fig. 2.1 for Question 2

Bali has often been compared to an earthly paradise. This is mainly due to its beautiful landscapes, white sandy beaches and the kindness of its people. The population today is approximately 3.5 million, and a similar number of tourists visit the island each year.

Mass tourism brings environmental and cultural pressures. Hundreds of hotels use up a large share of freshwater reserves and every year large areas of land are lost due to the development of hotels or luxury housing. In 2011 the Governor of Bali issued a ban on new buildings in heavily developed areas. Many of Bali's rice fields are disappearing annually, being replaced by villas, apartment blocks and high-capacity hotels. There are water shortages and 65% of rivers now dry up during the dry season. In the rainy season, machinery is needed to clear the thousands of tonnes of rubbish that pile up on the beaches of this small island.

Some warn of an impending ecological disaster. A massive new project could soon get underway in an environmentally sensitive estuary in Bali's overcrowded south. An international Bali development company is planning a large development on land to be reclaimed from the sea in Benoa Bay. This will include villas, apartments, luxury hotels, a theme park and even a Formula One racing circuit.

The reclaimed islands would take up 75% of the bay's area – a move that environmentalists fear could cause massive flooding. According to the Indonesian Director of US NGO Conservation International (CI), seawater levels could increase by as much as 1.6 metres, flooding low-lying areas, while silt from dredging activities could swamp reefs and mangroves.

The environment is not the only area of concern. Some Balinese believe that their culture is also under threat as it is used as a commodity or merchandise to encourage more tourists to visit the island. These conflicts must be settled if Bali is to retain its image as an earthly paradise.

Fig. 2.1

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