
TRAVEL AND TOURISM

9395/41

Paper 4 Destination Management

October/November 2019

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READ THESE INSTRUCTIONS FIRST

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Fig. 1.1 for Question 1

The Dordogne is a rural area in the south west of France. It has beautiful towns, castles and landscapes that are suited to family adventure holidays. There is hiking, cycling through vineyards, kayaking, or gentle paddling in a canoe along the Dordogne River. There is also plenty of space to enjoy the stunning natural landscape. There are opportunities to stay at hotels, campsites and apartments as well as some more unusual holiday homes, such as tree houses. The local government tourist office in the Dordogne offers information on the attractions and bookings for accommodation.

The Dordogne is also home to prehistoric cave art. Just 15km north of Les Eyzies, is a huge cave currently in private ownership. In 1979, the cave was awarded world heritage status by UNESCO. There is an electric train to transport visitors as they explore a 1 km maze of tunnels in the massive cave. The highlights include drawings of 10 mammoths in procession, one of the largest cave paintings ever discovered.

As with many prehistoric caves the act of visiting the caves is slowly deteriorating the art work. The light, heat and humidity caused by each visit leads to a build-up of mould which eventually covers the art work. To reduce this, the number of visitors each day has been reduced to 550.

During off-peak season tickets are readily available. However, during the peak season tickets go on sale at 9am but cannot be reserved. There is no online booking system. Tour operators in the region are keen to work with the owners of the cave to expand promotion.

Tickets cost €7 for adults and €4.60 for 6–12 year olds, under 6 year olds go for free.

The cave is open from 13 April to 1 November.



Fig. 1.1

Fig. 2.1 for Question 2

'Vision 2020' is the tourism development plan set by the Moroccan government. It aims at attracting 20m visitors, boosting tourism revenues to €15.2bn and expanding hotel bed capacity to 375 000, all by the end of the decade.

Tourism influences social and economic development, contributing 12% of GDP and supporting 505 000 direct jobs. Tourism is also an important foreign exchange earner, generating up to €6.2bn. Work currently being carried out in many Moroccan cities, such as Casablanca, Marrakech, Rabat and Tangier, should help to develop tourism further. City breaks in Casablanca and Rabat are being promoted through a number of tour operators to boost travellers' length of stay. While Marrakech has proved a success, other Moroccan cities are still seeing very small visitor numbers.

To raise these numbers further several projects have been launched with the aim of generating more entertainment and leisure offerings in various cities, ranging from development of museums and theatres to enhancing architecture and building new shopping malls. Morocco is proud of its culture, particularly its arts, heritage and religious buildings. There are clear opportunities to showcase the different ways that Moroccans express themselves e.g. in carpets, clothing, jewellery, ceramics, music, sculpture, painting, carving and calligraphy. There is an international art festival once a year to showcase all their talent.

In Casablanca, an estimated €1.1bn is expected to be spent as part of a state-backed programme to develop 46 projects in the greater Casablanca region, including the city's marina, a tourism fishing port and a cruise ship port. The marina, an €870m investment, is being developed by a subsidiary of a government financial group. It will consist of three hotels, a convention centre, a port and a shopping mall covering an area of 60 000 sq metres.

Fig. 2.1

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