



# Cambridge International AS & A Level

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**TRAVEL & TOURISM**

**9395/41**

Paper 4 Destination Management

**May/June 2020**

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**1 hour 30 minutes**

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## INFORMATION

- This insert contains all the figures referred to in the questions.
- You may annotate this insert and use the blank spaces for planning. **Do not write your answers** on the insert.



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**Fig. 1.1 for Question 1**

When most people think of tourism, they think about a vacation to a new destination, an island retreat, a beautiful vineyard or a hike in the mountains. They rarely think of tourism as a source of inclusive poverty reduction in the developing world. Nkwichi Lodge in Mozambique is a good example. Investment in the project created 75 jobs for locals, supporting over 1000 community members. It also established a community trust that built five local schools, a maternity clinic and a maize mill that provided nutrition and education to more than 350 farmers and their families. This is having a positive impact on poverty reduction and improvements in the quality of life of some of the world's poorest people.

## **The potential of the tourism sector**

### **Incredible cultural experiences in Mozambique**

Mozambique can offer unique African cultural experiences with Bantu, Swahili and Portuguese influences. All of this history has created a lively arts culture including exotic cuisine and exciting music and dance.

For those interested in history, there is the UNESCO World Heritage Site of Ilha de Mozambique. The city was once owned by the Portuguese, and the stone town has amazing architecture, including churches, a museum and several colonial buildings.

Many lodges in Mozambique place emphasis on sustainable tourism and community involvement. This offers the chance to visit communities and villages where tourists can experience a warm welcome, learn about the culture and lifestyle, and are able to meet and interact with local people.

Many developing countries have rich natural or cultural heritage assets such as national parks, coral reefs, rare species, ancient cities and monuments that are under threat. Often, countries do not have the financial resources to allocate to the preservation of these areas and more creative ways of funding their protection must be found. The revenue generated from tourism is one such solution – provided it is regulated and managed in a responsible manner.

**Fig. 1.1**

**Fig. 2.1 for Question 2**

St Helena is one of the world's most remote islands – more than 3000 km west of Africa – this British Overseas Territory used to be accessible only via ship.

However, in October 2017 weekly Saturday flights from Johannesburg reduced travel time from five days to just four hours. Specialist tour operators are keen to develop their products and services by offering holiday packages to St Helena.

Known as the 'Galapagos of the Atlantic', its fern-clad forests, volcanic plains and rocky shores are home to 2932 species, of which 502 are endemic. The island is famous for its plover also known as the wirebird. The sea is where the majority of endemic species thrive. It provides a new area for adventure tourists, particularly experienced divers and snorkellers.

A total of 20 dive sites, including eight shipwrecks, are home to unique fish such as the St Helena wrasse, parrotfish, flounder and marmalade razorfish. Larger visitors include dolphins, devil rays and green and hawksbill turtles. The biggest are the migrating humpback whales that swim offshore between June and December. Just as they are disappearing, the whale sharks turn up and stay until March. These gentle giants are the undisputed highlight of a trip to St Helena.

St Helena is also home to the world's most remote marathon. Held every November as part of the St Helena Festival of Running, the event raises money for the National Amateur Sports Association of St Helena and covers a route from Francis Plain that goes through the four districts of Sandy Bay, Longwood, St Paul's and Levelwood.

**Fig. 2.1**

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