



# Cambridge International AS & A Level

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**TRAVEL & TOURISM**

**9395/43**

Paper 4 Destination Management

**October/November 2022**

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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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This document has **4** pages. Any blank pages are indicated.

**Fig. 1.1 for Question 1**

The Kingdom of Eswatini is a very small nation and one of Africa's last monarchies. It offers a variety of rich experiences and activities. Nature lovers can follow rhinos in the wild or find rare birds in the rugged hills. Historians can visit the world's oldest known mine or follow the trail of the early settlers. Culture seekers can attend the colourful festivals as they celebrate its ancient traditions.

At its heart lies the monarchy, which brings the nation together in festivals and celebration. The Kingdom is not a living museum, but what you will see, the colour, costume and traditions, is real and not staged for the tourist industry. Ritual ceremonies such as the Umhlanga, or Reed Dance, are among the most spectacular of their kind on the continent. The skills and creativity of Eswatini's artisans are widely recognised and a wide range of arts and crafts are produced around the country. Most artisans operate commercially and are socially responsible. This creates employment within the local community through making top level products to export around the world. The national tourism organisation (NTO) is keen to work with commercial organisations to market the unique culture of the country.

Activities ranging from horse riding and river rafting to golf and thermal spas offer excitement and relaxation. Eswatini is friendly, safe and so compact that nowhere is more than two hours' easy drive from the capital.

The people of Eswatini are proud and extremely friendly. As well as several community-led tourism initiatives, visitors can experience daily life in Eswatini by staying in a local homestead or village, where they will be made very welcome. Alternatively, Mantenga Cultural Village is an excellent working reconstruction of a traditional homestead from around the 1850s, which gives an experience of traditional ways of life; as well as a dancing display by local people.

**Fig. 1.1**

**Fig. 2.1 for Question 2**

The town of Rurrenabaque, or 'Rurre' as the local people call it, is the starting point for jungle tours in this once remote corner of Bolivia. The wealth of wildlife, flora and indigenous culture has made Rurrenabaque a popular destination for ecotourism.

Rurre has less than 8000 permanent residents. From here many tourists venture to the Madidi National Park. This Park is said to be the world's most biodiverse nature reserve. Covering a very large area, it has cloud forests, lowland jungle, rivers, streams and swamps. It also has glaciers.

More than 8000 species currently inhabit this Bolivian nature reserve. According to environmental monitoring data from the Wildlife Conservation Society (WCS), the Madidi National Park is home to 3% of the world's plants, almost 4% of the world's animals and 9% of the world's birds. Recently, 124 new species were discovered, including the spiny rat, the whip-tailed lizard and a type of orchid.

As well as the wildlife, about 50 indigenous communities inhabit the National Park, mixing their traditional customs with modern life. Many make a living from the growing ecotourism trade as well as from handicrafts, fishing and agriculture.

**Fig. 2.1**

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