
TRAVEL AND TOURISM

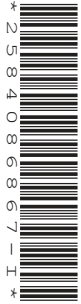
9395/42

Paper 4 Destination Management

May/June 2017

INSERT

1 hour 30 minutes



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.

This document consists of **3** printed pages and **1** blank page.

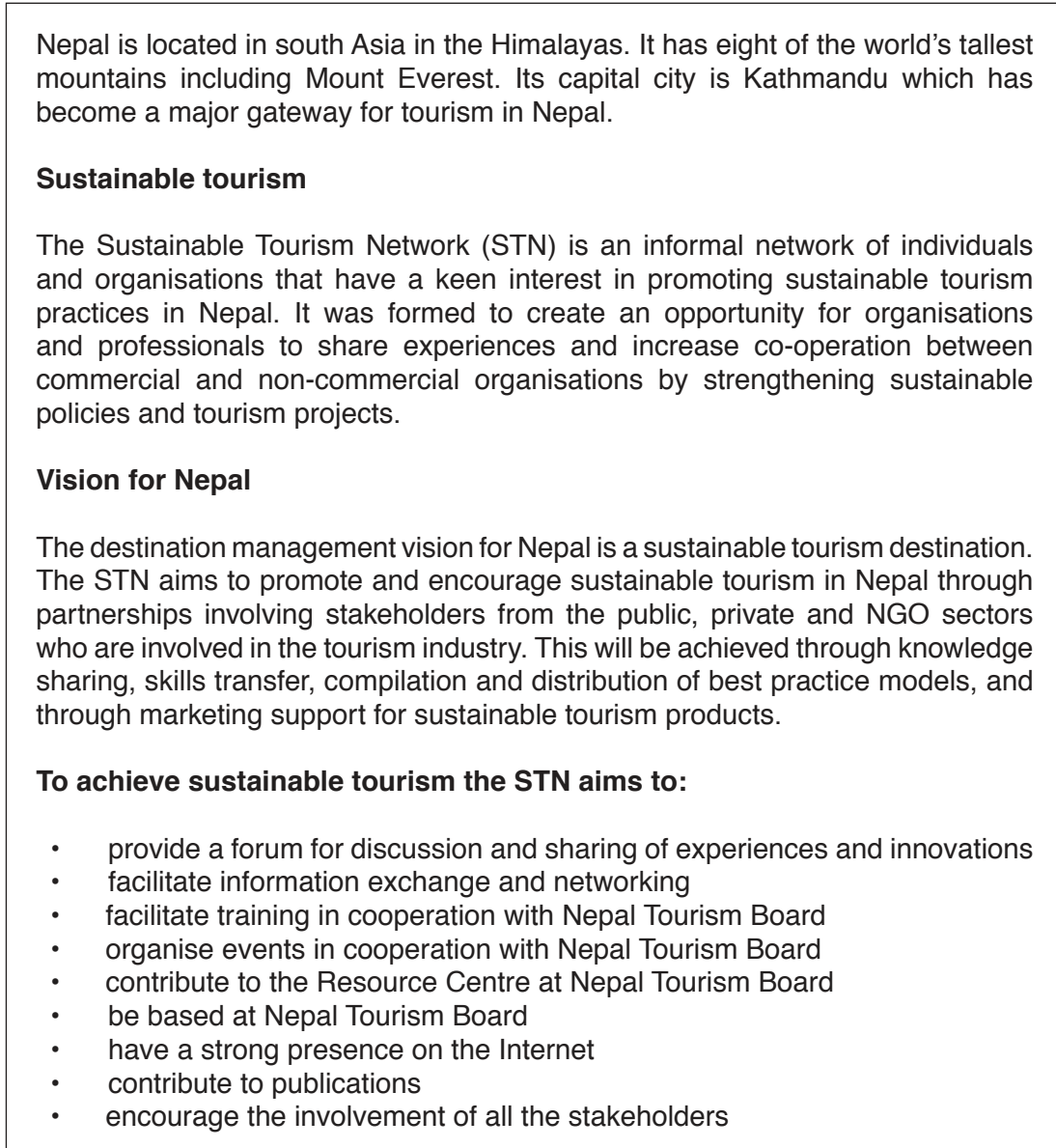
Fig. 1 for Question 1**Fig. 1**

Fig. 2 for Question 2

Arnhem Land Eco-Cultural Trips, Australia

Bawinanga Aboriginal Corporation (BAC) owns and operates the award winning Arnhem Land Eco-Cultural Trips (ALECT). We are proud to offer a variety of trips and packages that ensure an authentic Arnhem Land experience. Aborigines are the indigenous people of Australia and these trips will help to show visitors the true history of Australia and its culture. Accommodation for these trips is in our eco lodge “Djinkarr” overlooking the Tomkinson flood plain. Gourmet meals are produced locally in the BAC’s good food kitchen.

Our trips are conducted by experienced and trained local guides. The packages offer a broad range of activities such as bird watching, rock art, traditional hunting, the collection of bush medicine and food. Gathering of local raw materials for creating art work is also a wonderful activity.

The locations where our trips take place are unique, from white sandy beaches to black soil flood plains. The trips aim to develop understanding of the local land, people, language and culture.

Each trip also includes a visit to another iconic BAC owned and operated business, these include Maningrida Arts and Culture, the Djomi Museum and Babbarra Designs. BAC would like to develop further sites but must liaise with the local authority for permission and get marketing support from the tourist board.

Fig. 2

BLANK PAGE

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in the Cambridge International Examinations Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cie.org.uk after the live examination series.

Cambridge International Examinations is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.