
TRAVEL AND TOURISM

9395/42

Paper 4 Destination Management

May/June 2018

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1 hour 30 minutes



READ THESE INSTRUCTIONS FIRST

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

Fig. 1 for Question 1

Visit Wales: Destination Management



Some of the important parts that make up a destination include:

- car parking, toilets, leisure centres, parks and visitor information provided by local authorities
- accommodation, activities and attractions provided by commercial organisations
- cultural and countryside experiences provided by organisations such as National Parks, the Welsh Government and NGOs.
- interaction with the host community through visitor management and education.

Knowing how all these work together is the key to achieving effective tourism development and destination management.

Stakeholders and the community need to commit to strategic issues in servicing visitor needs. Assessing what a visitor will need is vital in helping to achieve an effective and successful destination.



Visit Wales Croeso Cymru

(The national tourist organisation for Wales)

Making a destination work effectively from a visitor's perspective is essential to tourism development and destination management. A successful destination requires a commitment from all stakeholders involved, such as working in partnership to make sure there are no issues or failures. This involves partnerships between commercial and non-commercial organisations.

Fig. 1

Fig. 2 for Question 2



Fig. 2

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