



Cambridge International AS & A Level

TRAVEL & TOURISM

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Paper 4 Destination Management

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INSERT

1 hour 30 minutes



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.

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

Fig. 1.1 for Question 1

The Union of the Comoros, as it is officially known, is one of the smallest island nations in the world. It is a group of volcanic islands situated in the Indian Ocean, east of Mozambique. Its neighbours, Mauritius and the Seychelles, have long established tourism industries, whereas Comoros is virtually unknown. There are only currently a few tourist amenities available and access to the islands requires further development. Just a few thousand people travel each year to this unique, beautiful destination.

Comoros has white sand beaches, clear seas and stunning volcanic landscapes. Tourists who visit the destination can enjoy seeing sea turtles, lemurs and the highly endangered and enormous Livingstone's fruit bats. There is also an opportunity to hike through the rainforest, whale and dolphin watch and snorkel.

Mohéli is home to Comoros' first national park, the Parc Marin de Mohéli. The park was created in agreement with 10 neighbouring villages to protect the endangered fruit bats and the green turtles that lay eggs on the beaches.

Fig. 1.1

Fig. 2.1 for Question 2

The Latvian Country Tourism Association (LCTA) is a non-governmental organisation (NGO) that has developed rural tourism in Latvia since 1993. They have expertise in rural tourism development; building and branding of themed products and helping to organise tours. They run a membership scheme and offer professional training and promotional activities for tourism organisations.

One successful rural tourism development is the Owerall project. Many rural farms continue important traditions in farming, cooking, crafts, fishing, building, architecture and gardening. The Owerall project promotes all of these traditions by having farm visits, guided excursions and lessons in farming crafts. There is tourist accommodation available, an interactive museum, food tasting and farm shops. This is classed as sustainable agritourism.

The excursions include tours of different farms to show the variety of farming practices and encourage group and individual travel. These are supported by marketing campaigns and open days to help attract more visitors to the area.

Fig. 2.1

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