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**TRAVEL AND TOURISM**

**9395/41**

Paper 4 Destination Management

**May/June 2018**

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**1 hour 30 minutes**

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**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.



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Fig. 1 for Question 1



Founded in 1923, Atlas is the biggest destination management company (DMC) in Croatia. It has a tradition of offering high-quality travel arrangements, a wide array of services, programmes and products to satisfy all tourist and corporate demands.

**Atlas services include:**

- a wide range of services for tour operators
- group tours, FIT (Flexible Independent Travel)
- development of new products and services such as specialised products
- business trips, meetings, incentives, conventions and events
- their own tour operator programme

**Established links with commercial organisations including:**

- recognised DMC agent for escorted coach tours
- wide range of excursions to local and regional attractions
- exclusive partner of American Travel Services in Croatia (with support from agents in almost every country in the world)
- airlines for ticketing

**Key success factors:**

- ability to adapt to global trends by implementing new IT solutions
- strong links with the local community ensuring that the traditions and culture of Croatia are retained and promoted.

Fig. 1

Fig. 2 for Question 2

**New UNESCO World Heritage Site in Spain.**

The Antequera Dolmens Archaeological Site is a collection of ancient monuments. Dolmens are a form of burial site.

The site is one of the greatest examples of prehistoric monuments in Europe.

Archaeologists believe that these buildings are more than 6500 years old and the area has recently been declared a World Heritage Site by UNESCO.



There are two sections to the Antequera Dolmens Archaeological Site. The first is the Visitor Centre and the Menga and Viera Dolmens, and in the second section you can find the tomb of El Romeral. With its new World Heritage status it is believed that many tourists will now wish to visit. As part of the conditions for entry onto the UNESCO World Heritage list, the managers of the Antequera Dolmens Archaeological Site have agreed to improve the access roads and provide better road signs and display boards. At present this is a little known site, but with extra support from UNESCO it may become a well-known, major attraction. The spectacular landscape of the Antequera Dolmens Archaeological Site is advertised as an unmissable visit for anyone who wants to discover prehistoric culture and enjoy a unique natural setting.

Entrance is free.

Guided tours are available.

Fig. 2

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