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TRAVEL & TOURISM

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Paper 4 Destination Development and Management

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INFORMATION

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The Galápagos Islands

The Galápagos Islands are a group of volcanic islands in the Pacific Ocean. The Galápagos Islands are one of the world's most famous destinations for seeing wildlife. The Galápagos Islands are a territory of Ecuador. They are about 1000 km off the Ecuadorian coast.

The Galápagos Islands are promoted by many commercial organisations as an all-year-round destination. Approximately 200 000 visitors travel to the Galápagos Islands each year. Tourists visit to see the huge number of plant and animal species, many found nowhere else in the world. As well as sightseeing, there is also the opportunity to join a Galápagos adventure cruise, which includes:

- a visit to several islands
- snorkelling to see sea lions or marine iguanas
- a guided walk to watch giant tortoises.

For those who just want to relax, there is an opportunity to stay at Galápagos Safari Camp. This accommodation is a tented, safari-style property in the mountains of Santa Cruz Island where giant tortoises roam the grounds.

In the past, the government of Ecuador imposed a limit on the number of cruise passengers visiting the Galápagos Islands to protect the wildlife. The rules were that travellers could stay for a maximum of four nights per ship and there could be no more than four cruise ships visiting within a 14-day period.

However, these limits have now been lifted and more cruise passengers are allowed to visit the Galápagos Islands.

Fig. 1.1

Mexico City was built on the ruins of the old Aztec capital of Tenochtitlan. The Aztecs were an early Mexican civilisation. The city has a rich history to explore. The entire historic centre of the city is a UNESCO World Heritage Site. The site includes the Templo Mayor, an Aztec archaeological attraction, the Metropolitan Cathedral and the early 20th-century Palacio de las Bellas Artes.

South of Mexico City visitors can see canals, islands and floating gardens. There are also two more UNESCO-protected sites to discover:

- the Universidad Nacional Autónoma de México campus, with its modernist architecture and Diego Rivera murals
- the house and studio of artist Luis Barragán.

The biggest source markets for tourism in Mexico City are the United States, Colombia and Spain. Mexico City's tourism sector provides over 1.1 million jobs.

The National Tourism Organisation (NTO) has organised several promotional campaigns such as "Enjoy Mexico City," which focuses on increasing domestic tourism. There is also a strategy to target specialised tourism for Mexicans living in the United States, which promotes Mexico for its natural, historical and cultural wealth.

Fig. 2.1

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