
TRAVEL AND TOURISM

9395/41

Paper 4 Destination Management

October/November 2017

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READ THESE INSTRUCTIONS FIRST

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Fig. 1 for Question 1

An indicator of the growth in tourism development is the growing popularity of the cruise industry.

The number of passengers carried by the cruise industry is growing each year and is expected to exceed 24 million in 2018. Popular destinations for cruising include the Mediterranean, Caribbean and Alaska. Cruise companies are trying to develop their market share by advertising to as many different types of customers as possible, including families, young couples, senior citizens and first time cruisers.



Many cruise companies advertise their corporate vision, strategy and their operating and management systems, but often fail to report on actual performance data. This may include key information on environmental and socio-economic indicators, such as emissions, waste or water usage.

Many believe that more must be done by the cruise industry in terms of the environmental impact of cruise ship discharges, as cruises usually operate in protected coastal water and marine ecosystems. It is believed that a cleaning fluid is used to reduce the impact of hazardous chemicals, however, this fluid can be harmful to marine organisms. Other negative environmental impacts of cruising include:

- high amount of water consumption
- large number of plastic bottles used
- sewage and rubbish disposal
- release of toxic chemicals
- oily engine waste

Research has also highlighted the socio-economic impact of the cruise industry and potential problems for disadvantaged workers onboard the ships. Some cruise companies charge staff for medical examinations, visas, transport and administration, putting cruise industry workers into a level of debt that they cannot afford. Nevertheless, many cruise workers enjoy working onboard with perks such as extensive travel and receiving tips from wealthy customers.

Fig. 1

Fig. 2 for Question 2

Destination Management Companies (DMCs) in Malta

Local Destination Management Companies incorporate fresh ideas, designed to suit particular event requirements. They will ensure that guests get a taste of remarkable historic sites, unique venues and places of natural beauty, during their visit. This guarantees authentic cultural experiences which will help to develop further the image of Malta through strong marketing and brand identity.

DMC Quality Scheme

A quality seal for Destination Management Companies

The Quality Assured seal is a voluntary scheme run by the Malta Tourism Authority that recognises DMCs committed to high levels of quality, consistency and professionalism.

Quality Assured DMCs must comply with a detailed set of criteria designed to ensure the highest possible quality in event and destination management. They should retain local Maltese values and customs by incorporating community projects and involving local people. The following are some of the requirements:



- The DMC has a minimum of EUR1 000 000 General Liability insurance cover and all suppliers have adequate insurance coverage.
- Staff are provided with initial and continuous training.
- Staff should encourage responsible tourist behaviour and practices.
- The DMC guarantees acknowledgement of requests within 24 hours and fulfils proposal requests within 72 hours.

Cultural Events in Malta organised by a DMC

The Malta International Arts Festival is a popular and accessible event that sees local and overseas artists performing together.

The festival is the highlight in the cultural calendar and, as such, it has a clear role to play in bringing together Maltese and foreign artists. Performances and workshops are held to help enhance local artistic development and provide interest in new cultural experiences in Malta. For audiences, the Malta International Arts Festival includes arts, performances, music and dance, and offers something from almost all artistic forms.

www.maltaartsfestival.org

Fig. 2

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