



Cambridge International AS & A Level

TRAVEL & TOURISM

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Paper 4 Destination Management

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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.



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Fig. 1.1 for Question 1

The President of Argentina, Mauricio Macri, has announced a new tourism development plan. The main goal is to boost domestic as well as international tourism. The initiative will be coordinated at all levels of the national government through the Inter-Ministerial Committee for Tourism Facilitation and the Federal Tourism Council.

According to the President, through the Argentina tourism development plan a minimum of 300 000 new jobs will be created, with a direct investment of 11.7 billion pesos.

“Internally it is estimated that we will reach 70 million domestic tourists with a total spending of 170 billion pesos and, on the international front, an inflow of 9 million tourists bringing in about 8 billion dollars (about 300 billion pesos)” said President Macri.

The President pointed out that in the previous year there had been a decline in the tourism sector stating that tourism demand had been stagnant. However, the government intended to work with regional partners and inbound agents in the hope of increasing inbound tourism levels.

President Macri said that previously there had been a decrease of 3.5 million domestic tourists and also that international tourism did not do well either. “The good news is that there is an improvement regarding the tourists from the US, Europe and Asia, but the number of Brazilian visitors went down,” said President Macri noting that tourists from Brazil lead the list of source countries for inbound tourism.

The aim of the new tourism development plan is to once again re-position Argentina as an important tourism destination and to work with international development agencies and other NGOs.

Fig. 1.1

Fig. 2.1 for Question 2

Greece is an amazing ecotourism destination with over 300 Blue Flag (clean and safe) beaches, ancient ruins, traditional architecture and gorgeous vineyards. For outdoor enthusiasts there is a range of activities to enjoy such as windsurfing, scuba diving, hiking and mountaineering.

Greece not only has a rich culture but also a stunning range of natural sites and attractions. With a varied geography, ideal Mediterranean climate and its many islands, Greece is the perfect place to enjoy ecotourism.

Nearly one fifth of the country is included in the European Ecological NATURA 2000 network, because of its rich natural environment. Traditionally Greece is known for the spectacular holidays it provides, but now is offering something unique and interesting to visitors, as it is opening its doors to welcome ecotourism holiday enthusiasts. Some of the islands, such as Loutro and Chrysi, are very small and do not allow cars or large tourism developments. The island of Hydra is a listed architectural reserve where all new construction is banned, here donkeys are the main method of transportation. Visitors are asked to stay on designated paths in order that they do not disturb wildlife, flora and fauna.

Catering to all tastes, Greece gives visitors the opportunity to either explore forests, or take a ride through a national park. Greece offers opportunities to travel through coastal ecosystems as well as numerous wetlands, studying rare and beautiful birds. Marine life can also be explored with the marine parks allowing visitors to meet endangered species such as the Mediterranean Monk Seal and the Loggerhead Turtles.

Fig. 2.1

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