



Cambridge International AS & A Level

TRAVEL & TOURISM

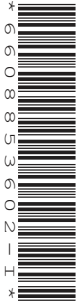
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Paper 4 Destination Management

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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

Tanzania's tourism industry is one of the world's fastest growing. With 1.28 million tourist arrivals in 2016, the country is already one of the most visited destinations in Africa, and attractions such as the Serengeti National Park and Zanzibar have an increasingly prominent global profile.

The Tanzanian government aims to attract 3 million annual visitors by 2022 and is in the process of creating their first new national tourism strategy. This will include a focus on high-value segments and infrastructure development. Private investment in hotels and resorts is driving growth, while government infrastructure investment is opening up new areas of the country to tourism. However, the industry continues to face challenges, including the recent rise in tax and the growth in competition for funding from other businesses.

TANZANIA'S COMMUNITY WILDLIFE MANAGEMENT AREAS

Wildlife Management Areas (WMAs) are areas of communal land set aside by communities exclusively as habitat for wildlife.

The WMA concept is to provide local communities with economic benefits and involve them in management to promote both long-term health of wildlife and their habitats, and rural economic development. WMAs aim to enhance conservation, tourism and poverty alleviation through sustainable use of natural resources, such as a greater use of wind and solar power.

Communities have an interest in the conservation of natural resources because they benefit directly from sustainable management. Before the introduction of the WMA approach there were no legal frameworks for communities to participate in wildlife management. It is hoped that the sustainable management strategies will create positive benefits for the local community and at the same time prevent negative environmental impacts from tourism.

Today, WMAs allow communities to secure rights to the wildlife resources on their land, and the legal framework allows them to benefit directly from any enterprise that is based on wildlife, such as tourism development. However, the wildlife remains protected from tourism exploitation due to the conservation work, which ultimately benefits both visitors and the local community.

Fig. 1.1

Fig. 2.1 for Question 2

Hawaii is the most southern state of the United States of America. It is not attached to mainland America but is an archipelago of volcanic islands in the central Pacific Ocean. The islands are famous for their beautiful cliffs, waterfalls, tropical areas and stunning beaches. The capital city is Honolulu.

Hawaii has many diverse cultural influences. It is strongly influenced by North American and East Asian cultures along with the indigenous Hawaiian culture. There are currently 1.4 million residents and in 2019 Hawaii received 9.3 million visitors. Many visitors come to experience the unique culture, ceremonies and traditions.

Recently, the Hawaiian Tourism Authority (HTA) has decided to promote the Hawaiian culture. They believe they need to better understand the different special interest groups that visit the islands. They worry that visitors interested in cultural and heritage tourism may lack resources to find accurate information and only see inauthentic products and services.

HTA has now set out their strategic development plan for improving tourism to Hawaii with four major goals:

1. Improve the perception of the destination
2. Ensure stable commercial benefits
3. Grow Hawaii's reputation
4. Strengthen Hawaii's tourism partnerships

Cultural understanding and sharing of the real Hawaii can have positive effects on tourists. A non-governmental agency called the Network of Hawaiian Communities manages tourist visits to cultural and historical sites in their neighbourhoods. The Network provides communities with a way to invite visitors to engage in authentic experiences. This project not only gives the communities control over the site but creates excellent communication and understanding. More Hawaiians now recognise that sharing their culture with tourists does not mean changing it or turning it into a commodity.

Fig. 2.1

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