



Cambridge International AS & A Level

TRAVEL & TOURISM

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Paper 4 Destination Development and 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.

The Giraffe Manor Hotel in Nairobi, Kenya, is a unique commercial organisation. The hotel is a 1930s house set in large grounds and is home to a herd of Rothschild Giraffes. The giraffes visit the hotel as they get fed by visitors.

Each room at the hotel is decorated in a different style. It has been described as a romantic hotel and is famous for the giraffe visitors, the exciting culinary experience and hospitable service. Guests can also see many other animals such as warthog, impala and some small antelope species. Large numbers of birds visit the hotel grounds making it a beautiful setting for visitors.

Sustainability is a central part of the hotel's ethos, and they prioritise environmentally conscious operations as part of everything they do. The hotel staff work hard to minimise waste and reduce food miles by sourcing all food locally. Local guides take visitors on nature and adventure tours.

The Rothschild Giraffe has been declared endangered by the International Union for the Conservation of Nature (IUCN). The IUCN is a membership organisation that includes governments, NGOs and commercial organisations working together to try to find nature-based solutions for protecting environments.

There are only 2500 Rothschild Giraffes remaining in the world and the work at the hotel helps to draw attention to their situation as well as supporting their habitat. Around 60% of the Rothschild Giraffe population is found in Uganda.

Giraffes live for approximately 20 years. Threats to the giraffes come from:

- habitat loss from deforestation
- land use conversion (mainly for agriculture)
- human population growth
- poaching (illegal hunting for meat and hide).

Fig. 1.1

Extract from the Malta Tourism Authority website: About Us – Visit Malta

At the Malta Tourism Authority (MTA), we are all about bringing people together, creating good relationships, through the excitement of travel and adventure.

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Ultimately, as an Authority, we are here to assist and advise on any tourism-related issues and to undertake activities and projects to fulfil our role.

Fig. 2.1

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