



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

Cultural Tourism in Uzbekistan

There is a saying in Uzbekistan that guests can only leave their host's house after palov has been offered. Palov is a traditional dish made and shared throughout rural and urban communities of Uzbekistan. It is prepared with ingredients such as rice, meat, spices and vegetables and is enjoyed as a regular meal. It is also served as a gesture of hospitality and to celebrate special occasions like weddings and new year.



Palov may also feature at events alongside other rituals taking place, such as prayer and performances of traditional music. It is a dish that is cooked by men and women regardless of age or social status. This traditional meal and its rituals has been recognised by UNESCO and is on their List of Intangible Cultural Heritage.

Knowledge and skills associated with the palov traditions are handed down from older to younger generations formally and informally. The making and sharing of the traditional dish acts to strengthen social ties, promote values including solidarity and unity and assists in the continuity of local traditions that form a part of the community's cultural identity.

The Uzbekistan government have recently set new economic objectives. These include developing and promoting tourism. They have embarked upon marketing strategies to help encourage more visitors to the whole country. They hope to develop the country image to attract more international tourists. Uzbekistan now features on many specialised tourism itineraries. Apart from eating the traditional foods, tourists can enjoy many adventure activities including camel safaris, heli-skiing, horse riding, rafting and many more.

Fig. 1.1

Fig. 2.1 for Question 2

The Algarve region is one of Portugal's most popular tourism destinations. The large number of visitors has led to a great deal of tourist development along much of the Algarve's southern coastline.

The growth and construction of concrete hotels, shops, apartments, restaurants and roads has raised concern regarding negative environmental impacts. Destruction of coastal areas, including cliffs and beaches, and pressure on water resources are among the issues cited. Construction is controlled by the local authority, however, it is not always sensitive to its surroundings.

Today, both the regional government and local authorities are focused on promoting special-interest activities in an attempt to attract a greater variety of visitors. Through such initiatives, the region's spectacular nature, walks and inland villages can be promoted. However, the Algarve is also very popular for golfing holidays. With over 50 golf courses in the area, there are pressures on the region's water reserves. The authorities are trying to encourage golf course owners to adopt more environmentally friendly maintenance practices such as using solar energy, water saving schemes and recycling of waste.

The local wildlife conservation group is actively working on protecting the local flora and fauna and is monitoring and assessing the negative impacts that mass tourism has. It is conducting an environmental impact audit and questioning the sustainability of the fragile environment, particularly as more tourists are projected to visit the area. To balance this, the Algarve Tourism Board has provided a list of eco-friendly tourism operators, including details of nature trails and cross-country hikes.

Fig. 2.1

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