



Cambridge International AS & A Level

TRAVEL & TOURISM

9395/04

Paper 4 Destination Development and Management

For examination from 2024

SPECIMEN 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.

Nepal has eight of the world's tallest mountains including Mount Everest. Nepal's capital city is Kathmandu which has become a major gateway for tourism in Nepal.

Sustainable tourism

The Sustainable Tourism Network (STN) is an informal network of individuals and organisations that have an interest in promoting sustainable tourism practices in Nepal. STN was formed to create an opportunity for organisations and professionals to share experiences and increase cooperation between commercial and non-commercial organisations.

Vision for Nepal

The destination management vision for Nepal is a sustainable tourism destination. The STN aims to promote and encourage sustainable tourism in Nepal through partnerships involving stakeholders from the public, private and NGO sectors who are involved in the tourism industry. This will be achieved through knowledge sharing, skills transfer, distribution of best practice models and through marketing support for sustainable tourism products.

To achieve sustainable tourism the STN aims to:

- provide a forum for discussion and sharing of experiences and innovations
- facilitate information exchange and networking
- facilitate training in cooperation with Nepal Tourism Board
- organise events in cooperation with Nepal Tourism Board
- contribute to the Resource Centre at Nepal Tourism Board
- have a strong presence on the internet
- contribute to publications
- encourage the involvement of all the stakeholders.

Fig. 1.1

Bawinanga Aboriginal Corporation (BAC) owns and operates the award-winning Arnhem Land Eco-Cultural Trips (ALECT). BAC is proud to offer a variety of trips and packages that provide an authentic Arnhem Land experience. Aborigines and Torres Strait Islanders are the indigenous people of Australia and these trips will help to show visitors the true history of Australia and its culture. Accommodation for these trips is in an eco-lodge overlooking the Tomkinson flood plain. Gourmet meals are produced locally in the BAC's kitchen.

The trips are conducted by experienced and trained local guides. The packages offer a broad range of activities such as bird watching, rock art, traditional hunting and the collection of bush medicine and food. Gathering of local raw materials for creating artwork is also a wonderful activity.

Locations visited on these trips range from white sandy beaches to black soil flood plains. The trips aim to develop understanding of the local land, people, language and culture. Each trip also includes a visit to other BAC owned and operated businesses. These include Maningrida Arts and Culture, the Djómi Museum and Bábbarra Designs.

BAC plans to develop further sites but first they must liaise with the local authority for permissions and get marketing support from the tourist board. Australia is divided into different states and territories, which have different regulations and planning controls. Controls are in place to protect the environment, heritage and indigenous peoples.

Fig. 2.1

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