



Cambridge International AS & A Level

TRAVEL & TOURISM

9395/42

Paper 4 Destination Management

May/June 2022

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

South African Tourism (SAT) is the tourism marketing department of the South African government.

It is their role to:

- 1) Promote the country domestically and internationally, whether for leisure, business or events tourism.
- 2) Work in partnership with NGOs and commercial organisations to strengthen the tourism image of South Africa.

SAT is committed to contributing to the government's objectives of inclusive economic growth, sustainable job creation and redistribution and transformation of the tourism industry through:

- increasing the number of tourists who visit the country
- increasing the geographic spread, length of stay and spend of all visitors
- improving seasonal arrival patterns
- working to transform the industry so that historically disadvantaged South Africans may benefit from the sector.

South Africa has a long history of conservation efforts. It has 19 national parks, numerous game and nature reserves and a range of ecosystems from rainforests to semi-deserts. Not only do they have the 'Big Seven' – rhinos, elephants, lions, buffalos, leopards, whales and great white sharks; they also have an incredible number of birds and plant life.

Dyer Island Cruises, based in Gansbaai, is a highly respected and ethical organisation, certified as a fair trade company. Dyer Island Cruises offers extraordinary, informative experiences all year round, such as whale watching and shark watching, that will enrich understanding of the sea and its biodiversity.

Fig. 1.1

Fig. 2.1 for Question 2

The Caribbean is one of the most tourism-dependent regions in the world. In Aruba, an island in the Caribbean, travel and tourism's economic contribution represents more than 88% of the total GDP and the sector supports nine out of ten jobs.

San Nicolas, also known as Sunrise City or Chocolate City, is a city rich in authentic culture and island charm. It is Aruba's second largest city and, unsurprisingly, tourism is its largest and most profitable industry.

The government organisation, Aruba Tourism, is trying to promote interest in this very small island through the development and marketing of Aruba's cultural tourism, alongside the image of beaches and palm trees.

The Museum of Industry, situated in San Nicolas, explains Aruba's industrial history. At the museum people can learn about the island's natural resources and understand how tourism has replaced the oil industry as the main source of income for the country.

The Community Museum contains an authentically recreated traditional kitchen and bedroom and 19th-century barbershop. A collection of artefacts, fossils and objects of artistic, cultural, historical or scientific importance can also be seen here.

San Nicolas has the elements to make the city a cultural hub; varied history, interesting architecture and a layout that makes it walkable. Thanks to the efforts of various art organisations in Aruba, such as Art Rules Aruba and Aruba Art Fair, San Nicolas now has displays of stunning and vibrant street art. The city walls are filled with bright, colourful murals painted by a collection of artists from around the world. Each year more and more stunning murals are covering old run-down buildings with colourful art pieces that brighten the city.

Fig. 2.1

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