



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

Every year millions of tourists take trips to visit destinations that have experienced natural disasters. Visiting the sites of volcanoes has become very popular. Tourists visit for sightseeing or for more adventurous activities, such as mountaineering, hiking or taking a hot air balloon trip over volcanic landforms.

Commercial organisations, such as specialised tour operators, organise trips to many active volcanoes. They use local tour guides to offer expert advice and provide guidance for tourists seeking more information about volcanic activity. Tour operators also make sure that important safety aspects are explained to any tourists wanting to visit volcanoes, particularly those who want to climb volcanoes that may be active and potentially dangerous.

La Soufrière Volcano on the Caribbean island of St Vincent recently erupted and residents living near the volcano were evacuated. Leaders of other Caribbean nations including St Lucia, Guyana, Trinidad and Tobago and Barbados offered their support to move local people and tourists to safety. Several cruise ships in the Caribbean were diverted to Florida in the USA. The problem for tourist destinations near active volcanoes is that eruptions are unpredictable making tourism targets and political objectives difficult to achieve as visitor numbers drop. This is very challenging for destinations such as St Vincent in the Caribbean as they rely heavily on the tourism market to bring income to their destination.

Fig. 1.1

Fig. 2.1 for Question 2

Egypt is one of the most popular tourist destinations in the world. Visitors travel to see the pyramids and other historical sites. Some sites are over 5000 years old, making Egypt one of the oldest ancient civilisations in the world.

The Egyptian Tourism Federation (ETF) wants the tourism industry to grow sustainably. Working in partnership with tourism organisations, the ETF assists the government and other non-governmental organisations in planning and tourism development.

The ETF works directly with local communities when creating sustainable policies to preserve the Egyptian culture and environment.

The Ministry of Tourism and Antiquities' new virtual tours of historic sites have become very popular. Each virtual experience features detailed 3-D imagery where viewers can see burial sites, paintings and carvings. The ETF believes this adds to their sustainable tourism policy as ancient sites can be viewed without causing actual damage to the sites but at the same time encourages people to visit the country.

Fig. 2.1

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