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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.

Indonesia is a country made up of over 17 000 islands, located off the coast of mainland Southeast Asia. Indonesia is a popular all year-round destination attracting tourists in search of sun, sand, sea, nature and cultural experiences.

Tourism is important in Indonesia. Indonesia is a leader in sustainable tourism and is proud of its responsible tourism policy. Indonesia's responsible tourism policy was created with input from commercial organisations and non-governmental organisations (NGOs). Individuals and organisations in Indonesia have won global awards for responsible tourism. Examples of responsible tourism practices in Indonesia include:

- community involvement
- joint decision making
- empowerment of small enterprises in tourism.

The government's policy is to promote sustainable tourism to increase tourism's contribution to economic development in Indonesia. The government also want to continue its efforts to:

- broaden the tourism market
- improve quality standards
- ensure practical tourism development.

Fig. 1.1

Belgium is a country in western Europe. Belgium is rich in history, architecture, gastronomy, culture and so much more.

Bruges has long been one of Belgium's most popular tourist destinations. Bruges is a small historic city in the northwest of Belgium. The city is famous for its canals, narrow cobbled streets and medieval buildings. Bruges is an excellent city to explore on foot as there are many interesting monuments and beautiful scenic views.

The National Tourism Organisation (NTO) has produced and promoted a walking guide called 'Oooh! Bruges'. The walking guide makes exploring Bruges on foot a fun experience and helps with visitor and traffic management. The organised walks include:

- 'Bruges Splendour' focuses on the city's past during the 15th century
- 'Silent Nostalgia' a view of hidden monuments, unusual passageways and quiet gardens
- 'Amazing World Heritage' explores art and cultural heritage sites.

Each walk is available in three durations. Tourists can choose the duration that suits them best, depending on time and interests.

Fig. 2.1

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