
TRAVEL AND TOURISM

9395/42

Paper 4 Destination Management

May/June 2017

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READ THESE INSTRUCTIONS FIRST

This Insert contains all the Figures referred to in the questions.

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Fig. 1 for Question 1

Nepal is located in south Asia in the Himalayas. It has eight of the world's tallest mountains including Mount Everest. Its 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 a keen interest in promoting sustainable tourism practices in Nepal. It was formed to create an opportunity for organisations and professionals to share experiences and increase co-operation between commercial and non-commercial organisations by strengthening sustainable policies and tourism projects.

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, compilation and 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
- be based at Nepal Tourism Board
- have a strong presence on the Internet
- contribute to publications
- encourage the involvement of all the stakeholders

Fig. 1

Fig. 2 for Question 2

Arnhem Land Eco-Cultural Trips, Australia

Bawinanga Aboriginal Corporation (BAC) owns and operates the award winning Arnhem Land Eco-Cultural Trips (ALECT). We are proud to offer a variety of trips and packages that ensure an authentic Arnhem Land experience. Aborigines 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 our eco lodge “Djinkarr” overlooking the Tomkinson flood plain. Gourmet meals are produced locally in the BAC’s good food kitchen.

Our 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, the collection of bush medicine and food. Gathering of local raw materials for creating art work is also a wonderful activity.

The locations where our trips take place are unique, 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 another iconic BAC owned and operated business, these include Maningrida Arts and Culture, the Djomi Museum and Babbarra Designs. BAC would like to develop further sites but must liaise with the local authority for permission and get marketing support from the tourist board.

Fig. 2

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