
TRAVEL AND TOURISM

9395/43

Paper 4 Destination Management

May/June 2018

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1 hour 30 minutes

READ THESE INSTRUCTIONS FIRST

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

Anything the candidate writes on this Insert will not be marked.



This document consists of **3** printed pages and **1** blank page.

Fig. 1 for Question 1

Visit Wales: Destination Management



A map of Europe with several countries labeled: Norway, Wales, Germany, Poland, France, and Spain. Wales is highlighted in a darker shade.



Visit Wales Croeso Cymru

(The national tourist organisation for Wales)

Making a destination work effectively from a visitor's perspective is essential to tourism development and destination management. A successful destination requires a commitment from all stakeholders involved, such as working in partnership to make sure there are no issues or failures. This involves partnerships between commercial and non-commercial organisations.

Some of the important parts that make up a destination include:

- car parking, toilets, leisure centres, parks and visitor information provided by local authorities
- accommodation, activities and attractions provided by commercial organisations
- cultural and countryside experiences provided by organisations such as National Parks, the Welsh Government and NGOs.
- interaction with the host community through visitor management and education.

Knowing how all these work together is the key to achieving effective tourism development and destination management.

Stakeholders and the community need to commit to strategic issues in servicing visitor needs. Assessing what a visitor will need is vital in helping to achieve an effective and successful destination.

Fig. 1

Fig. 2 for Question 2



Ghana is a nature lover's delight. Its sunny climate and fertile, well-watered soils sustain an enchanting variety of wildlife, ranging from elephants to monkeys and marine turtles to crocodiles. More than 5% of the country has official protection including 16 national parks. The most popular tourist destinations in Ghana are the very large Mole National Park in the north and Kakum National Park near the coast.

Over recent years, Ghana has emerged as a leader in the field of community-based tourism, which aims to create a mutually beneficial three-way relationship between conservationists, tourists and local communities. This approach helps to minimise the impacts on the environment. The Boabeng-Fiema Monkey Sanctuary was first developed in 1995, and it remains the leading example for other community-based tourism projects countrywide. These range from the award winning hippo sanctuary in the Upper West region to cultural sites such as the Domana Rock Shrine, set in the forests near Kakum National Park, and the painted houses and pottery of Sirigu in the Upper East region. Empowering the local community has been a vital process in preserving Ghanaian traditions.

The Volta Region is the most varied part of Ghana, as it hosts the country's largest concentration of community-based ecotourism sites, and offers both cultural and outdoor enthusiasts some superb opportunities for hiking, rambling, mountain biking and sightseeing. Popular attractions include the sacred monkeys of Tafi Atome, magnificent forests and waterfalls around Amedzofe and the country's highest peak on Mount Afadjato.

Fig. 2

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