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**TRAVEL AND TOURISM**

**9395/42**

Paper 4 Destination Management

**October/November 2018**

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**1 hour 30 minutes**

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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

The National Tourism Development Programme for Ceará is one of a series of tourism projects being supported in Brazil as part of an effort to promote tourism development. Ceará is a state in the north east of Brazil which has beautiful mountains and a long coastline. The state has many reasons for tourist visits with its beaches, eco park, Coco River, lively cafés, restaurants and craft shops.



The Tourist Development Programme includes the following strategies:

- expanding the activities available to tourists in Ceará
- improving the image of Ceará to tourists
- improving the efficiency of commercial channels of the industry
- developing key infrastructure to help expand tourism.

Through these strategies, the Programme seeks to expand tourism receipts in the main tourist areas in the state of Ceará, including “sun and beach” tourism along the coast, as well as tourism in two mountainous regions in the centre of the state. The goal is to remain environmentally sustainable in order to enable future growth but this must be done by developing a strong partnership between the state of Ceará and local government. This will ensure that any tourism development plans are coordinated and managed effectively and that tourism provision is monitored to enable future growth.

While the Programme seeks to increase tourism receipts, the ultimate objective is to have a positive impact on employment and income generation within the state. Some impacts may be indirect but the benefits from tourism spending multiplied through the economy can further generate employment and income.

Fig. 1

**Fig. 2 for Question 2**

UNESCO (United Nations Educational, Scientific and Cultural Organisation), strives to build networks among nations that enable:

- education: so that every child, has access to quality education as a fundamental human right.
- the building of intercultural understanding: through protection of heritage and support for cultural diversity. UNESCO created the idea of World Heritage to protect sites of outstanding universal value.
- scientific cooperation: such as early warning systems for tsunamis or trans-boundary water management agreements, to strengthen ties between nations and societies.

### **World Heritage Status**

There are over 1000 World Heritage Sites recognised for their cultural importance, physical beauty or outstanding natural value. However, industrial activity such as mining and logging threatens almost half of the world's natural World Heritage Sites, whilst poor management, wars and lack of funding threaten the built heritage sites. UNESCO compiles a list of any threatened heritage sites; this is known as the 'World Heritage in Danger' list.

Two sites that were formerly under threat are now seen as success stories.

### **The Old City of Dubrovnik in Croatia**

This is known as the 'pearl of the Adriatic', with historic beautiful buildings that have survived several earthquakes. In November and December 1991, when seriously damaged by gun fire, the city was immediately included on the list of World Heritage in Danger. With UNESCO providing technical advice and financial assistance, the Croatian Government restored the Franciscan and Dominican monasteries, repaired roofs and rebuilt palaces. As a result, in December 1998, it became possible to remove the city from the list of World Heritage in Danger.

### **The Wieliczka Salt Mine, near Krakow in Poland**

This property became one of the first twelve World Heritage Sites in 1978. This great mine has been worked since the 13th century. Its 300 kilometres of galleries contain famous works of art with altars and statues sculpted in salt, all of which were seriously threatened by humidity due to the introduction of artificial ventilation at the end of the 19th century. The site was placed on the list of World Heritage in Danger in 1989. During nine years of joint efforts by both Poland and the international community, an efficient dehumidifying system was installed, and in December 1998, the site was removed from the list of World Heritage in Danger.

**Fig. 2**

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