



Cambridge International AS & A Level

TRAVEL & TOURISM

9395/42

Paper 4 Destination Management

October/November 2020

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. Blank pages are indicated.

Fig. 1.1 for Question 1

Mission of the Belize Tourism Board (BTB):

The Belize Tourism Board is a legal body within the Ministry of Tourism. It works as a partner between government and the private sector to develop marketing and implement tourism programmes. These fulfil the emerging needs of local industries and international tourism for the benefit of Belize and its people.

The BTB's main focus is on visitor experience, emerging niche markets and regional markets. Its focus is on marketing honeymoon/wedding packages, sailing, food and fishing holidays. BTB also sees the importance of investment in training stakeholders which is vital to its overall objective.

As a country with a large area of land and marine reserves, the biodiversity is one of the main focuses of sustainability and attraction for Belize. The sustainable use of resources is seen as important in order to retain the beauty of the landscape and protect all species.

Data gathered and compared between 2014 and 2015 shows that Belize is steadily growing in popularity for overnight visitors. The Philip Goldson International Airport (PGIA) accounted for 75 per cent of the overnight sector in 2015. This figure showed a 7 per cent increase in arrivals through the PGIA in comparison to 2014 figures.

The tourism sector is one of the most important contributors to Belize's economy and accounted for 12.8 per cent of employment in 2015. The industry continues to see investments through government and private sectors in order to develop the tourism industry further.

Fig. 1.1

Fig. 2.1 for Question 2

The Ministry of Primary Resources and Tourism in Brunei has a strong vision for the future of tourism development. It hopes for rapid growth in tourism which it sees as a major contributor to the economic growth of the country until 2035. New products and services will be developed alongside the established ones.

Brunei's appeal is its beautiful landscape and diverse culture. Situated on the island of Borneo the people and culture are deeply rooted in Malay origins. This is reflected in the nation's language, architecture, ceremonies and customs governing daily life.

If Malay traditions are Brunei's cultural root, then Islam is its heart. The nation's Malay Islamic Monarchy is a uniquely Bruneian blend combining the best of Malay culture with the teachings of Islam. This national philosophy is aimed at forging a stronger sense of identity as well as fostering unity and stability of Bruneian cultural identity.

Brunei arts and handicrafts centre

One of the most popular sites for tourists is the Brunei arts and handicrafts centre. Built along the banks of the Brunei River, this centre was established for the preservation of traditional handicrafts with displays of beautiful fabrics, hand-woven baskets, silverware, brassware, woodcarvings and unique replicas of daggers called 'Keris' that can be purchased from the centre's handicraft shop.

Fig. 2.1

BLANK PAGE

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in the Cambridge Assessment International Education Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cambridgeinternational.org after the live examination series.

Cambridge Assessment International Education is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of the University of Cambridge Local Examinations Syndicate (UCLES), which itself is a department of the University of Cambridge.