



Cambridge International AS & A Level

TRAVEL & TOURISM

9395/41

Paper 4 Destination Management

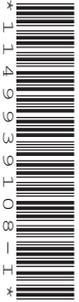
May/June 2021

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.

Fig. 1.1 for Question 1

The Kingdom of Bahrain is a collection of islands in the Persian Gulf situated between Qatar and Saudi Arabia. Bahrain offers tourists a variety of experiences from historical tourist attractions, such as mosques, forts and temples to adventure activities such as scuba diving, horse riding and cycling. Bahrain's current population is 1.3 million and each year approximately 4 million tourists visit the Kingdom.

Bahrain's newest attraction is an underwater theme park covering nearly 100 000 square metres with a sunken plane as the site's centrepiece. The project is a partnership between the Supreme Council for the Environment, Bahrain Tourism and Exhibitions Authority (BTEA) and private investors. Bahrain attracts scuba divers from around the world to visit the park which has artificial coral reefs, a copy of a Bahraini pearl merchant's house and sculptures. The park is advertised as the world's largest eco-friendly underwater theme park.

Bahrain also hosts the Bahrain Grand Prix, which is a Formula One Championship race involving racing cars. Entrants come from Germany, USA, UK and many other destinations. The race takes place at the Bahrain International Circuit and each year attracts over 100 000 visitors. The race takes place during the evening when the temperatures are lower and more pleasant for the drivers and spectators.

Arabic is Bahrain's official language. Culturally, it is an Islamic country and therefore respect must be shown to cultural practices. Visitors are encouraged to make the effort to dress modestly when out and about in traditional Islamic areas, although it is acceptable to wear swimwear and shorts on beaches, in hotels and at beach clubs.

Fig. 1.1

Fig. 2.1 for Question 2

Parkbus connects city dwellers with nature through accessible transportation options. Founded in 2010, we operate bus services to National Parks from major cities across Canada. We also operate community nature and outdoor programmes, such as ActiveDays and NatureLink. Our Parkbus programmes are run by a Non-Governmental Organisation (NGO) with a long history of promoting sustainable transportation.

SUSTAINABILITY

We are committed to offering sustainable, equal access to nature through collective transportation, thereby ensuring more people can appreciate the outdoors and maximising their health and well-being whilst minimising environmental impact.

STEWARDSHIP

We strive to be environmental and sustainable leaders, leading by example. Our aim is to educate, empower, inspire and motivate people to explore the outdoors in a sustainable and responsible manner.

COMMUNITY AND ADVENTURE

We are dedicated to industry cooperation and fostering connections with each other and the great outdoors.

INTEGRITY

We act honestly and ethically, guided by our morals, purpose, mission and values.

Come and join us on ActiveDays

ActiveDays is creating a community of people with a passion for protecting the environment whilst exploring the outdoors. Our philosophy is simple; we offer affordable and sustainable transportation options to help widen access to the great outdoors. We provide programmes to help you to discover new places, build skills and meet like-minded people whilst protecting the beautiful environment.

ActiveDays encourages you to try something new, expand your skills or do something you already love. We welcome people of all ages and experiences. We will be exploring, conserving the flora and fauna, hiking, paddleboarding, canoeing and climbing throughout the parks of Ontario, Canada. We are creating a community of outdoor enthusiasts who are curious to explore and thankful for the natural world that exists around them.

Come with us and share your passion for the natural world.

Fig. 2.1

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