



Cambridge International AS & A Level

TRAVEL & TOURISM

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Paper 4 Destination Management

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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



Carezza Ski is a resort situated in the UNESCO World Heritage Site of the Dolomites a mountain range in Italy. In order to protect the fragile environment of the mountains, both ski operators and conservationists are working closely together. Sustainability has been an important issue for ski resorts in this area for many years. Currently 98% of the ski areas are powered by electricity from renewable energy sources, including the lift systems, lighting and heating.

Carezza Ski has also made several investments and changes to reduce its ecological footprint. Occasionally, there is not enough snow for skiing and snow has to be made. All the water used for making snow comes from storage lakes which fill with rainwater during the summer months. The snow is made by using snow cannons that use water from the lakes without the need for electric water pumps.

The construction of a new cable car has also helped by reducing traffic on the mountain road. Now, the skiing and hiking area can be reached from the town centre without a car. Carezza Ski is working on joint projects with other ski resorts to develop new energy-saving measures and initiatives. Some examples are the development of new snow cannons, new slope preparation techniques and new ways of using solar energy in an area with over 300 sunny days per year.

In order to help pay for all their current initiatives Carezza Ski is attempting to develop non-skiing holidays all year round. They want to attract a different type of adventure tourist. Cycling, hiking, swimming and fishing are all to be marketed. They hope this will bring greater economic benefits to the area.

Fig. 1.1

Fig. 2.1 for Question 2

<p>DMC Japan</p> <p>We have been a leading destination management company (DMC) in Japan since 1947, providing total support to visitors to ensure their safety and comfort while satisfying their travel needs. Our hospitality professionals design travel plans that are customised to individual client needs to create lasting memories.</p> <p>Our highest priority is making sure that overseas visitors take home a memorable Japanese experience. Our trip-planning experts create itineraries and programmes that fulfil your needs whilst highlighting the beauty of the Japanese landscape and culture. We work closely with National Tourism Organisations (NTOs) and the local community to bring about positive investment and long-term benefits for Japan whilst giving visitors an unforgettable experience.</p> <p>DMC Japan offers services in four key areas:</p> <ul style="list-style-type: none"> • meetings and incentives • exhibitions and conventions • leisure • sports. <p>We believe that our services will meet your expectations and provide you or your clients with unforgettable memories and event success. With over 50 years of experience and expertise, DMC Japan understands the true culture of Japan from northern Hokkaido to Okinawa in the south and is uniquely qualified to be your business partner of choice. DMC Japan takes care of your specific programme with excellent project management skills and resources to unite corporate values with service. Our experienced and talented staff will treat you and your guests to true Japanese hospitality from the moment you arrive until you fly home.</p>	
Memberships	JATA, IATA, PATA, ICCA, Euromic

Fig. 2.1

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