



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

Known as the land of a thousand hills, Rwanda's stunning scenery and warm friendly people offer unique experiences in one of the most remarkable countries in the world. Rwanda has a great deal of biodiversity, with incredible wildlife, volcanoes, rainforests and sweeping plains.

Travellers come from far and wide to catch a glimpse of the magnificent gorillas, yet there is so much more to see and experience.

Responsible Tourism

Rwanda's government is committed to safeguarding the many species within its four national parks.

The government is constantly working to ensure everyone can live in sustainable harmony with the environment, with a clean and green attitude. They banned plastic bags in 2008 and believe that their lands are possibly the cleanest in Africa thanks to efforts throughout every community.

With more tourists arriving in Rwanda, the government have been able to give 10% of the income from tourist permits to visit the gorillas and go on safaris to the local community. This money benefits the communities and changes lives for the better. The government works closely with tour operators to ensure responsible trips are organised and promoted.

The Virunga Mountains span the countries of Rwanda, Uganda and the Democratic Republic of Congo and are home to the critically endangered mountain gorilla. Tracking gorillas in Rwanda is safe and relatively accessible to tourists.

At the latest count, there were approximately 1000 mountain gorillas in the wild, with 604 in the Virunga Mountains. The population is slowly increasing, thanks to joint efforts between the government, communities and NGOs.

Fig. 1.1

Fig. 2.1 for Question 2

For more than 20 years, Desert Tourism has been an acknowledged leader in Destination Management Company (DMC) services in Oman. Through the years, they have been the preferred DMC partner of tour operators and travel agents worldwide.

They have developed excellent local expertise, vast global reach and strong relationships with key players of the global travel industry. Desert Tourism works with the government and tourism authorities developing innovative business to business (B2B) systems offering a wide range of high-quality products and services. These include:

- visa support
- transport services
- a wide selection of hotel accommodation
- an exciting range of unique tours
- tailor-made packages.

Oman is seen as the gateway to Arabia. Oman's capital is Muscat, a stunning and vibrant city full of local heritage and world-class developments. It appeals to both mass and specialised markets. Desert Tourism is a reliable partner in creating exceptional destination experiences for groups, independent travellers and business customers.

From the Arabian architecture lining the roads to its rugged mountain landscape and pristine beaches, Muscat is an inspiring destination to explore. Whether it is snorkelling at the Daymaniyat Islands, trekking from Old Muscat to Muttrah, a guided city tour or a day trip to a nearby river.

The Royal Opera House and the Sultan Qaboos Grand Mosque are two landmarks that show how Omani culture flourishes in the middle of global developments.

Fig. 2.1

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