

Cambridge International AS & A Level

TRAVEL & TOURISM**9395/41**

Paper 4 Destination Development and Management

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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.

Figure 1.1 for Question 1

Dubrovnik is a city located on the southern coast of Croatia, on the Adriatic Sea.

Dubrovnik is known for its Old Town which is enclosed by stone walls dating back to the 17th century. Inside the city there are well-preserved historical sites such as St Blaise Church, the Sponza Palace from the Renaissance era and the impressive Rector's Palace, which is now a museum.

The Old Town, a UNESCO World Heritage Site, has many streets lined with interesting shops and restaurants. Many people visit to see the beautifully preserved buildings in Dubrovnik. Dubrovnik also receives many film tourists as it has been the setting for popular television shows.

Dubrovnik receives the majority of its tourists from cruises as it is a popular cruise destination. Many Dubrovnik residents see cruise tourism as excessive. In 2018, Mayor Mato Frankovic introduced measures to control the number of visitors arriving by cruise ship, including:

- reducing the number of cruise ships arriving to two per day, with each ship being limited to carrying a total of 4000 tourists
- arranging a better schedule of arrivals and departures for cruise ships
- improving the flow of visitors into the Old Town.

The Mayor has also received support from the Cruise Lines International Association (CLIA). The CLIA has now signed an agreement to introduce responsible tourism management for all cruise ships to Dubrovnik.

Figure 2.1 for Question 2

The Uganda Tourism Board (UTB) works to make Uganda a popular holiday destination, both at home and abroad, aiming to:

- increase the economic contribution from tourism and increase GDP
- improve Uganda's competitiveness as an international tourist destination
- increase Uganda's share of both Africa's tourism market and the global tourism market.

Successful management of tourism in Uganda needs a strong partnership between the public and private sectors. These strong partnerships are necessary to:

- increase the number of tourist arrivals and increase tourism spending
- improve the marketing and promotion of Uganda as a tourist destination
- provide tourism education for the local population
- strengthen Uganda's capacity for tourism planning, research and marketing
- improve and diversify tourism products in consultation with stakeholders
- enhance the competitiveness of tourism in Uganda.

UTB leads in destination marketing and creating promotional chances for the Ugandan tourism industry, while selling tourism products to businesses and customers is mostly the role of the private sector. It is crucial for UTB to promote joint public/private sector opportunities, enhance communication and offer better market data and research.

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