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UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
General Certificate of Education Advanced Level

CANDIDATE NAME

CENTRE NUMBER

CANDIDATE NUMBER

TRAVEL AND TOURISM **9395/04**

Paper 4 Specialised Tourism **May/June 2010**

1 hour and 30 minutes

Candidates answer on the Question Paper

READ THESE INSTRUCTIONS FIRST

Write your Centre number, candidate number and name on all the work you hand in.
Write in dark blue or black pen.
Do not use staples, paper clips, highlighters, glue or correction fluid.
You may use a pencil for any diagrams, graphs or rough working.

Answer **all** questions.

The number of marks is given in brackets [ ] at the end of each question or part question.

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1	
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Total	

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Question 1

Refer to Fig. 1, a news article about eco-tourism.

Tourism: can it be green?

We travel for relaxation. We travel for adventure. We travel to escape the familiar and to venture into the unknown. Tourism brings in money and creates employment: one in sixteen jobs worldwide is directly or indirectly related to tourism. In Thailand, tourism is the leading source of foreign exchange. Although tourism can help maintain a country's interest in its own cultural and artistic heritage and at its best can foster genuine friendships, this all comes with a price attached.

Increasingly, 'alternative travel', as eco-tourism is known in the tourist trade, is being marketed as the only way to see the world these days. As more and more people venture off the beaten track to experience unique cultures and unspoiled nature, eco-tourism is considered the fastest growing market in the tourism industry with an annual growth rate of 5% worldwide. According to the World Tourism Organisation tourism represents 6% of the world's gross domestic product and 11.4% of all consumer spending.

At the last count, 10% of the global travel market is now eco-tourism. The 21st century is considered an era of environmental sensitivity and climate change remains firmly on the global conscience. With remote locations becoming more and more accessible, many countries are beginning to promote their natural wonders to bring in the eco-minded tourist. However, the market system is faced with the problem of trying to preserve natural resources and also trying to accommodate the vast numbers of tourists they will attract.

Ideal eco-tourism is defined by the International Eco-tourism Society as:

"Travel to fragile, pristine and usually protected areas that strives to be low impact and usually small scale. It helps educate travellers; provides funds for conservation; directly benefits the economic development and political empowerment of local communities and fosters respect for different cultures and human rights."

However, this ideal in many instances fails miserably to achieve its aim and in fact contributes to environmental destruction. For the reality is that, in terms of human impact, eco-tourists are not different – other than in scale – to the everyday tourist on a package holiday to the Costa Brava. An official of the World Wide Fund for Nature is of the opinion that "the 2004 tsunami was nothing compared to the impact of tourism in Thailand". It is part of a much larger, long-term problem:

- loss of virgin rainforest and reduction of biodiversity
- soil destabilised in many areas
- construction of hotels upstream creating a lot of sediment in the river water, causing damage to coral and mangroves when it washes out to sea
- 40% of waste water pumped out to sea in resort areas
- overfishing to meet tourist appetite for lobsters
- snorkelers and divers causing damage to the coral reefs
- competition for land displaces the local population
- high cost of living forces local people to sell off their ancestral homes.

Along the trail to Mount Everest base camp in Nepal, deforestation is getting worse as locals cut down trees to heat meals and to provide hot showers for foreign eco-trekkers. Mount Everest has become infamous for the amount of discarded rubbish left on the routes towards the summit, estimated to be over 200 tonnes. In the lower regions of the Himalayan foothills, the popularity of backpacking is not only causing serious soil erosion, but also causing water pollution.

Fig. 1

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(a) Identify **three** positive impacts of tourism on 'green tourist destinations'.

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(b) Mount Everest is a site for many adventure tourists. Identify and explain **two** negative environmental impacts that trekkers bring to the mountain.

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(c) Discuss reasons why the World Wide Fund for Nature official thinks that the tsunami was nothing compared to the impact of tourism in Thailand".

[9]

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(d) Fig. 1 gives a very negative view of eco-tourism. With reference to **one** eco-t project with which you are familiar, evaluate its successes on a local scale.

Name of project: .....

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Question 2

Refer to Fig. 2, a leaflet on windsurfing in Crete.

Fig. 2

Elounda Bay is on the Greek island of Crete. The islanders rely heavily on the tourism industry.

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(a) Identify and explain **three** ways in which adventure tourism has encouraged the g of businesses in Elounda Bay.

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(b) Assess the problems that an over-reliance on tourism may bring to local comm
similar to those on the Greek Islands.

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(c) Discuss how the cultures and traditions of host populations may conflict w[illegible] pursuits of adventure tourists.

[10]

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Figure 2 © Learn to Windsurf; Elounda, Island of Crete; Driros Beach Watersports.

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