



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
General Certificate of Education Advanced Level

CANDIDATE
NAME

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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.

For Examiner's Use	
1	
2	
Total	

This document consists of **9** printed pages and **3** blank pages.



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;

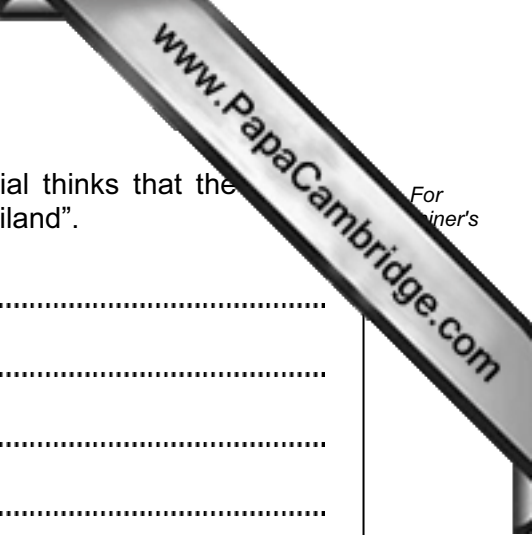
directly benefits the economic development and political empowerment of local communities and fosters respect for different cultures and human rights."

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



(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”.

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Question 2

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

Learn to **WINDSURF**

5 Days Windsurf Adventure



PERFORMANCE HIRE &
TUITION TO ALL LEVELS
ON THE BEACH AT DRIROS
OPPOSITE SPINALONGA

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Summer fun hot deals!

- ▶ Windsurfing for beginners
Hire (no tuition)
Private two hours lesson
5 hours package
- ▶ Intermediate/Advanced windsurfing
High performance gear
Private one hour lesson
- ▶ 5 days windsurfing tuition
3 days windsurfing tuition
10:00 am to 5 pm
Buoyancy vests / wetsuits & harness provided.

Windsurfing is easier than you think and today's windsurfing is faster and more fun than ever!
New techniques and lighter equipment can have you up sailing in a couple of hours. Anyone can learn, regardless of age - our qualified instructors see to that.

**JUST A BOARD AND A SAIL.
NOW IT'S YOUR TURN!**

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10:00 am to 7:00 pm

Boat hire
10hp
Boat hire

Other stuff

- > Lessons & hire also available for:
water skiing,
laser sailing
and sea kayaking



- > Pedaloes, canoes
- > Rings (Tubes)
- > Banana boat



- > Rent a boat and cruise around Elounda Bay and Spinalonga island!



Fig. 2

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

(c) Discuss how the cultures and traditions of host populations may conflict with the pursuits of adventure tourists.

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Copyright acknowledgements:

- Figure 1 © Socialist Standard; Socialist Party of Great Britain; July 2008.
Figure 2 © Learn to Windsurf; Elounda, Island of Crete; Driros Beach Watersports.

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