



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 2011

1 hour 30 minutes

Candidates answer on the Question Paper

READ THESE INSTRUCTIONS FIRST

Write your centre number, candidate number and name on all 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.

DO **NOT** WRITE IN ANY BARCODES.

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 **7** printed pages and **1** blank page.



Question 1

Refer to Fig. 1, promotional material about marine conservation in Belize.

Marine conservation in Belize

Diving and marine conservation trips to Belize with a difference. These trips are focused on the environment and also on the people that go on them. Only small groups are accepted. The trips are from one week to three months in duration.

This is a diving and snorkelling paradise with year-round tropical temperatures. Time is spent on a remote island in the Caribbean, where there are no other dive boats. Holidaymakers can choose where they want to go, discover new sites, dive when they want to, all in one of the best places in the world to dive.

The conservation projects include a study of the socio-economic impacts on the reef which include:

- monitoring spawning patterns of fish;
- monitoring commercial fish species such as lobsters;
- conch and turtle monitoring.

The holiday company works with a long-term scientific global monitoring organisation called Reef Check, The Department of Fisheries and an NGO in Belize. The current primary objective is for the Belizean Government to enforce preservation zones in the Sapodilla Cayes Marine Reserve (SCMR).

The all-inclusive trips include:

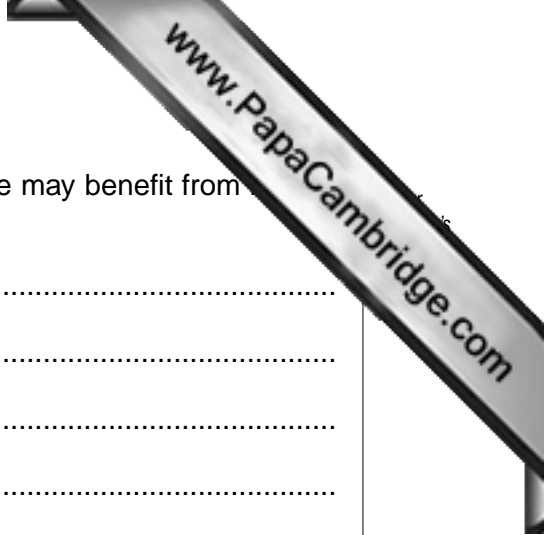
- accommodation, meals on the island, diving and diving equipment;
- weekly trips to Hunting Caye island, an exclusive 'castaway' island;
- training for survey methodologies;
- fantastic diving on the second biggest barrier reef in the world;
- swimming with whale sharks and dolphins;
- pre-breakfast and night dives.

PADI Diving tuition is available (PADI Open Water, Advanced Open Water, Rescue, Dive Master) in the year round tropical temperatures.

These trips are offered by a 'not for profit' marine conservation company that focuses on conserving the environment. The vision is to help conserve the environment whilst offering the diver a chance to put something back into the environment and at the same time enjoying a holiday.

The company is located in Toledo, which is a town where tourists do not normally visit and where 75% of the residents live in poverty. The company brings tourists to the area who spend money in restaurants, local stores and with tour guides. All supplies are bought locally from the market and general stores. The company also spends money with local businesses such as boat mechanics. It is important that guests integrate into the local community. Belizean people are employed and trained to run a programme for the youths of Toledo, where they are given the chance to become Dive Masters and thus obtain well paid jobs in the tourist resorts of San Pedro and Ambergris Caye.

There is currently no responsible tourism global accreditation scheme, however this holiday company has led the way since 2001.



(a) Give **three** reasons why the Sapodilla Cayes Marine Reserve may benefit from conservation tourism.

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(b) Explain why it is important that “guests integrate into the local community.”

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(c) Assess the need for a “responsible tourism global accreditation scheme”.

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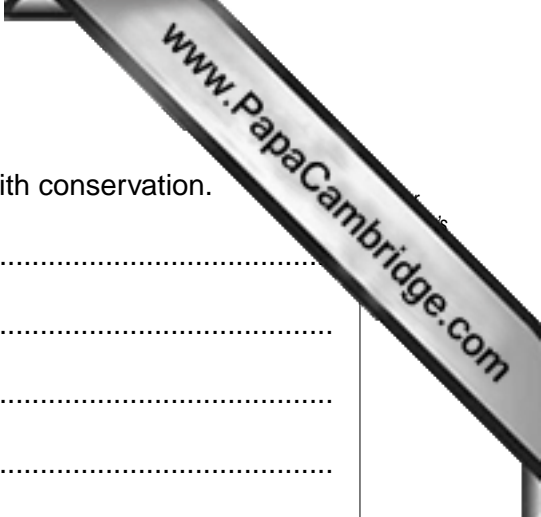
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(d) Discuss whether providing adventure tourism is compatible with conservation.

Dotted lines for writing the response.

[12]

[Total: 25]

Question 2

Refer to Fig. 2, an article on Venice, Italy.



Rialto Bridge, Venice

Today Venice is so popular that it is struggling to cope with the 15 million tourists who visit every year. This has prompted tourism officials to draw up a code of conduct consisting of ten rules and suggestions, ranging from always keeping to the right when walking around the city, to how to make a complaint. Other rules and suggestions include wearing appropriate clothing and never stopping on bridges.

Armando Peres, the man responsible for tourism in Venice, believes tourism is almost killing the city. "During the last few years the situation has really worsened because of the behaviour of the people," he says. "They leave a lot of paper and glass everywhere, and they do not behave properly, so there was a need to remind them how to behave and to give them some good advice."

As the number of visitors has risen, the number of residents has fallen, driven away by an industry which has taken over the city. This is something which worries Armando Peres. "Of course we are horrified at the possibility of becoming something like a theme park," he says. "We don't want to be like that. We want to keep the town alive. We want people to come back to live in Venice." So the tourists continue to fight their way through the crowds, and the Venetians continue to make their living from the tourists, while trying to live life as best they can.

"Tourism is a necessary evil this city cannot live without, but anything these ten points can do to make life easier will certainly be welcome here."

Fig. 2

(a) Explain **two** reasons why Venice has introduced ten rules for tourists.

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(b) Discuss likely reasons why Armando Peres is "horrified at the possibility of a history such as Venice becoming something like a theme park."

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Copyright Acknowledgements:

Fig. 1 © adapted from: <http://www.responsibletravel.com/Trip/Trip901561.htm>.

Fig. 2 © adapted from: <http://news.bbc.co.uk/1/hi/world/europe/3111187.stm>.

Fig. 2 Photograph © S. Stewart.

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