



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

**October/November 2011**

**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.  
**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	
<b>Total</b>	

This document consists of **8** printed pages.



**Question 1**

Refer to Fig. 1, information on an ecotourism project in Tanzania.

**Kilimanjaro Ecotourism Project**

This project provides employment and funds for developing the Njari village, Tanzania – a less economically developed country in Africa.

**The Njari Lodge and Campsite (NL&C):**

The Njari Lodge and Campsite is situated at about 2000m on Mount Kilimanjaro next to the National Park Forest. It has wonderful views of the Kilimanjaro summit and Mount Meru. It is a one hour drive in a 4-wheel drive vehicle from Moshi through the villages of Ongoma and Njari, populated by the Chagga Tribe. The villages are made up of many shambas (small farms). The main crops are bananas and coffee. The whole area is very green and is fed a constant supply of fresh running water from the glaciers of Kilimanjaro.

The Njari Lodge and Campsite is a very quiet and peaceful place. It is a small area not suitable for large numbers of people. Visitors can come and walk in the Kilimanjaro National Park Forest and observe the Columbus monkeys, walk in the village and gain some understanding and experience of the Chagga Tribe or just relax and chill out.

A percentage of income from this campsite goes to the funds which help village projects, such as those which benefit the local primary school.

**Transport:**

Transport to the Njari Lodge and Campsite is arranged when a booking is made, either from the Kilimanjaro International Airport or from the nearest town, Moshi. A 4-wheel drive is needed to get up to the campsite.

**Food and drinks:**

This campsite is very remote from the nearest town, Moshi. Fruit, bread and drinks are brought up from the town. However, visitors are encouraged to buy local products such as eggs and vegetables from the locals to help boost their incomes. Traditional foods include a meat stew, rice, potatoes, cabbage, tomatoes, avocados, beans, ugali (stiff corn porridge), bananas and oranges.

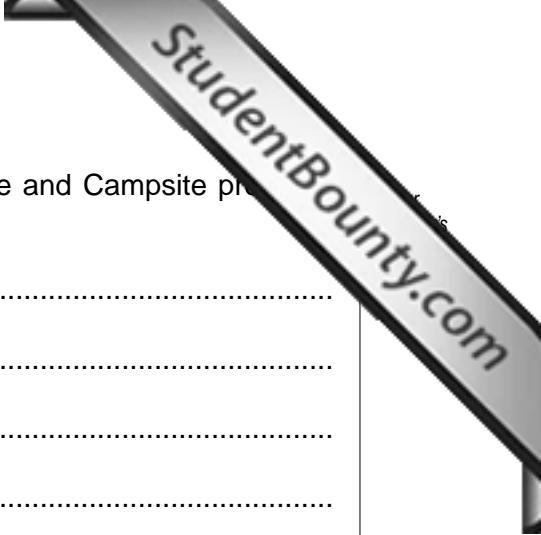
At the campsite the guides provide food and hot water. There is no electricity but the guides provide kerosene lamps.

**Activities:**

The following activities are available:

- five hour walk through the forest to a small waterfall;
- seven hour walk through the forest to a large waterfall;
- eight hour walk up Kilimanjaro (not to the summit);
- a cultural tour of Njari village including:
  - a visit to a shamba (small farm);
  - a visit to a traditional Chagga house;
  - music from the church choir;
  - traditional dancing and singing;
  - visit to local bar and watch mbege making (local banana brew);
  - lessons in speaking Kiswahili;
  - four hour walk around the village.





(b) Discuss the importance to the community of the Njari Lodge and Campsite project and the cultural activities for its visitors.

A series of horizontal dotted lines provided for writing the answer to the question.



**Question 2**

Refer to Fig. 2, information about Georgia's Tusheti National Park.

**Georgia's Tusheti National Park**

Georgia is a country in the Caucasus region of Europe. Georgia is bounded to the west by the Black Sea, to the north by Russia, to the south by Turkey and Armenia and to the east by Azerbaijan. It has a population of 4.7 million people, largely ethnic Georgians.



Since 1999, a tour operator has worked with the United Nations and the Georgian government to protect the Caucasus Mountains. A national park system has been established that will open the range to the public and promote conservation. The Worldwide Fund for Nature has called the Caucasus “one of the world’s biologically richest yet most threatened areas” because it holds within its forests and alpine ecosystems more than twice the animal diversity found in neighbouring regions of Europe and Asia. Resident species include lynx, brown bears, golden eagles and black vultures. Next year the tour operator will show the result of its conservation efforts on a trip to the Tusheti National Park, taking hikers on challenging treks with local guides.

Days are spent on horseback and nights in hotels, camps, and at village home stays where guests can expect elaborate hospitality: Georgian feasts, complete with song and dance.

**Fig. 2**

- (a) Explain **two** negative environmental impacts that may occur due to the growth of adventure tourism in the Tusheti National Park.

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[4]



- (b) Georgia is a new destination for adventure tourism. The area could become extremely popular with visitors.

Assess the benefits to the local population of a growth in adventure tourism in this area.

A series of horizontal dotted lines providing space for writing an answer to the question.

