



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS  
General Certificate of Education Advanced Level

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**TRAVEL AND TOURISM**

**9395/43**

Paper 4 Specialised Tourism

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**1 hour 30 minutes**

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**READ THESE INSTRUCTIONS FIRST**

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**Fig. 1 for Question 1**

Tourism in Kyrgyzstan is increasing by 15% to 20% annually, as tourists are being attracted by the country's magnificent and unspoilt scenery. This includes Lake Issyk Kul, a biosphere reserve of the UNESCO Man and the Biosphere Programme.

Located 1600 metres above sea level, among the mountain peaks of the Tien Shen mountain range, Lake Issyk Kul is 170 kilometres long and 70 kilometres wide. This makes it the second-largest alpine lake in the world after Lake Titicaca in South America.

Nearly 95% of Kyrgyzstan is unspoilt mountain country, with high, grassy meadows, dramatic glaciers and snow-covered peaks. It is home to a range of wildlife species including antelope, ibex, rare snow leopards and brown bears. Lake Issyk Kul, surrounded by hotels and health spas, is an ideal base for ecotourism activities in Kyrgyzstan, including swimming, hiking and mountain climbing.

The Man and the Biosphere Programme in Kyrgyzstan was established in partnership with the Novinomad Ecotourism Development Company. The partnership is setting up an association of ecotourism service providers as the country has a growing tourism industry and a wealth of natural and cultural resources. However, the providers have little experience in managing the growth of tourism in a sustainable way. The partnership has an important information role, marketing the region to tourists both nationally and internationally and ensuring quality control of the services provided. A website is supporting this role, as is a network of quality tour operators interested in promoting both Kyrgyzstan and the Issyk Kul region as cultural and ecotourism destinations.

Amongst the cultural activities available for tourists are:

- yurt building (a traditional Kyrgyz and Central Asian felt house)
- felt carpet-making
- visits to decorative engravings on local rocks
- sharing local Kyrgyz hospitality in nomads' homes
- horse riding
- hunting with birds of prey
- mountain climbing.

**Fig. 1**

**Fig. 2 for Question 2**

More than 500 years ago, when the Spanish landed in what is now Mexico, they encountered natives practising a ritual that seemed to mock death. It was a ritual the indigenous people had been practising for at least 3000 years. The festival is known as Día de los Muertos or Day of the Dead. It is celebrated in Mexico and certain parts of the United States of America. Celebrations are held each year during November. The festival has been merged with Catholic beliefs but still maintains the basic principles of the Aztec ritual, such as the use of skulls.

During the festival people wear wooden skull masks called calacas and dance in honour of their deceased relatives. The wooden skulls are also placed on altars that are dedicated to the dead. Skulls made out of sugar with the names of the dead person on the forehead are eaten by a relative or friend. It is believed that on the Day of the Dead the spirits visit their relatives to share food and drink. The festival combines pre-Hispanic Indian traditions with Spanish Catholic influences. It is a time to celebrate and to honour the dead with offerings of what they loved in life.

In rural Mexico, people visit the cemetery where their dead relatives and friends are buried. Graves are decorated with flowers and candles and a picnic is eaten there.

**Fig. 2**

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Map from: [http://earthfromspace.photoglobe.info/img/map\\_issyk\\_kul.jpg](http://earthfromspace.photoglobe.info/img/map_issyk_kul.jpg).

Figure 2 © ADAPTED: <http://www.azcentral.com/ent/dead/articles/dead-education.html>.

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