



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
General Certificate of Education Advanced Level

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TRAVEL AND TOURISM

9395/04

Paper 4 Specialised Tourism

June 2009

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.

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| 1 | |
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| Total | |

This document consists of **10** printed pages and **2** blank pages.



Question 1

BLACK SHEEP INN, ECUADOR



Black Sheep Inn is an inexpensive, ecologically friendly, hotel high in the Andes Mountains of Ecuador. Located on a hillside, the rural ecolodge is a perfect place to discover centuries-old culture and diverse ecosystems. The comfortable hotel offers affordable accommodation and provides a great base for day hiking, horseback riding, mountain biking and exploring indigenous markets. Black Sheep Inn features gourmet vegetarian food with organic produce from the gardens.

For over 10 years the owners Michelle and Andres have been living in Chugchilán. Michelle teaches English and Computer Studies in the local high school. Andres often repairs the town water system and phone lines. They have donated computers, phone lines and a photocopying machine to the local school, health clinic, and police station – all with the help of generous donations from their visitors.

They have encouraged community members to participate in the growing local tourism industry by opening hostels and restaurants. They have also provided an interest-free loan to a neighbour, enabling him to start a horseback riding business. They have organised a tourist transportation co-operative with local vehicle owners. Local guides take tourists hiking.

They also have a musical instrument lending library to help bring traditional Andean folk music back into the area.

At the Black Sheep Inn, they reduce the environmental impact by buying in bulk and avoiding non-recyclable packaging. They re-use paper, cardboard, glass bottles, large plastic containers, food leftovers, water and human waste on-site. Rubbish is separated into 3 containers in all rooms. They produce less than ten grams of non-recyclable rubbish daily per person! Waste that cannot be re-used or recycled on-site is taken to a new recycling centre that the Black Sheep Inn is sponsoring and supporting.

They offer guests packed lunches wrapped in unbleached brown paper. They do not sell bottled water, but instead let people fill their bottles with purified water for free. On hikes, guides and guests are encouraged to take nothing with them, nor leave anything behind.

Eco-projects at the Black Sheep Inn include their composting toilet, tree planting and forestation work. All over the property they have dug water filtration ditches, built along the contour of the land and planted the lower side of them with native trees, bushes and shrubs.

The Black Sheep Inn's goal is to become self-sufficient in energy, water and food production. They have made significant steps in this direction, such as researching and designing for alternative energy installations, expanding gardens, and improving water collection. The Black Sheep Inn will never be a 'finished project'. Change, efficiency and improvements are a part of Black Sheep Inn's everyday process. Another goal is for environmental education in the area, including a community recycling programme, enhanced protection for the Iliniza Ecological Reserve, and also more participation in ecotourism conferences to share successes and best practices.

Being eco-friendly is an all-encompassing lifestyle and includes sustainability with low impact, conservation, and community work.



Fig. 1

Refer to Fig. 1.

(a) Define the term 'eco-tourism'.

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..... [2]

(b) Explain **two** ways in which Michelle and Andres have encouraged local tourism development projects.

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..... [4]

Question 2

TO ZORB OR NOT TO ZORB?

Zorbing is the next adventure tourism activity from New Zealand, the nation that developed bungee jumping and a host of many more outrageous thrill pursuits.



It is a question you may not have asked yourself but if you can imagine yourself rolling down a hill inside a gigantic inflatable ball (zorb), then the answer should be 'yes!'

The quiet, scenic beauty in the countryside is soon disturbed by the sound of laughter and screaming as one person after another is sent hurtling 200 metres downhill. The Zorb is an 11 foot (3.75m) high inflatable



transparent ball which you can ride inside. Two feet (0.6m) of air protects you from the ground enabling you to Zorb down hills at speed.

You have a choice of being harnessed securely inside the zorb before being sent head over heels downhill. Or, for the brave at heart, you can find out first hand what it feels like with just you, the zorb, no harness and even ten litres of water! It is like a cross between a water-slide and a rollercoaster.

Fig. 2

(a) Zorbing is an example of a land-based adventure tourism “thrill pursuit”. Give **three** other examples of such “thrill pursuits”.

- 1
- 2
- 3 [3]

(b) Zorbing takes place over large areas of countryside. Explain **three** policies that could be implemented to help prevent negative environmental impacts of zorbing.

- Policy 1:
-
- Explanation:
-
- Policy 2:
-
- Explanation:
-
- Policy 3:
-
- Explanation:
-
- [6]

(c) Explain **three** ways in which the rapid growth in adventure tourism may create negative socio-cultural impacts.

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..... [6]

(d) With reference to **one** adventure tourism activity you have studied, discuss its economic impacts on the local community.

Name of activity:

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Question 2 Man in Zorb against Sunset; © Image State/Alamy
 New Zealand's Exciting Sport Zorbing; © Bill Bachmann/Alamy
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