



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
General Certificate of Education Advanced Subsidiary Level and Advanced Level

TRAVEL AND TOURISM

9395/11

Paper 1 Core

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INSERT

2 hours 30 minutes

READ THESE INSTRUCTIONS FIRST

This Insert contains all the Figures referred to in the questions.

Anything the candidate writes on this Insert will not be marked.

This document consists of **4** printed pages.



Fig. 1 for Question 1



Fig. 1

Copyright Acknowledgements:

Question 4 © <http://www.eturbonews.com/24302/hundreds-foreigners-barred-entering-machu-pichu>

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Fig. 2 for Question 2

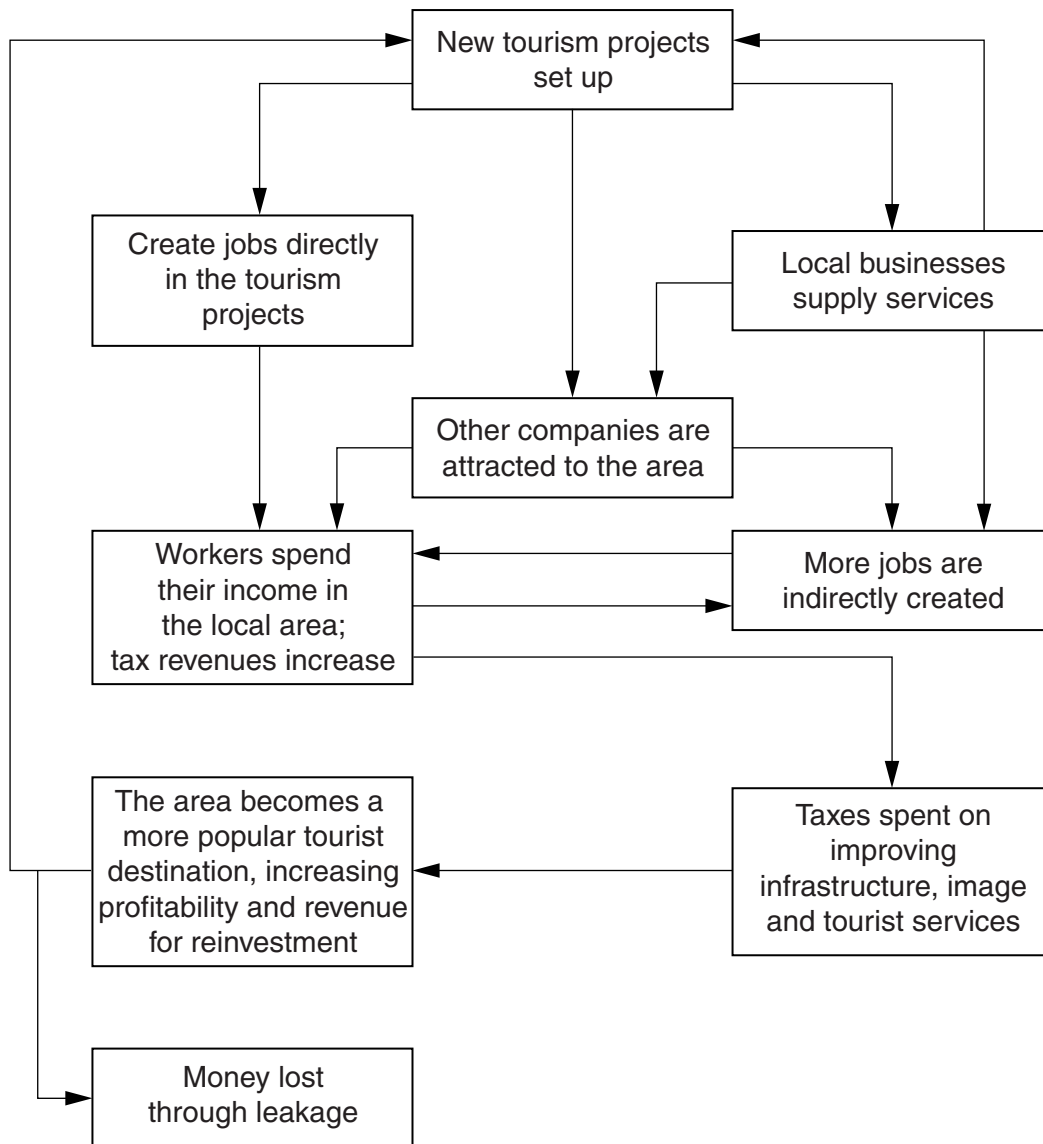


Fig. 2

Fig. 3 for Question 3

VFR SURVEY RESULTS

- 45% always try to find a local event or attraction to go to with visitors
- 58% always take visitors out to eat in local restaurants at least once during their stay
- 69% agreed that if they didn't have room for visitors to stay overnight they would recommend other accommodation locally
- 61% said that going out with visitors made them realise how much their local area has to offer
- 62% agreed that staying overnight with friends or relatives is a cheap way of having a holiday
- 68% agreed that many friends live so far away that visiting them requires staying overnight
- 41% tried to combine trips to visit friends or relatives with an event of interest to them in the area
- 53% usually stay overnight with relatives because of a family event or special occasion
- 77% agreed that by going to stay with friends or relatives they get to see parts of the country they may not otherwise visit

Fig. 3

Fig. 4 for Question 4

Hundreds of foreigners stopped from entering Machu Picchu

In July 2011, Peru's celebrations of the centenary of the rediscovery of Machu Picchu were spoiled. Hundreds of tourists from around the world were stopped from entering the Inca ruins.

The reserve around Machu Picchu, located in the Peruvian Andes 480 km south east of Lima, was set up by the Peruvian government in 1981. The site is of ecological significance because of its diverse and fragile ecosystems, including rare species of orchids and the endangered spectacled bear. The ruins of this highly important Inca city lie 2430 m above sea level in the upper Amazon basin, with a spectacular setting overlooking the River Urubamba. It lies on a 500-year-old partly paved route, called the Inca Trail. UNESCO designated Machu Picchu a World Heritage Site in 1983.

The local branch of Peru's National Institute of Culture (INC) ruled that no more than 2500 people could visit Machu Picchu per day, to help prevent damage to the site. Hundreds of tourists protested at the official ticket office in central Cusco, the former Inca capital that is three hours from Machu Picchu. As a result, the INC raised the limit temporarily to 3300 visitors. The new daily limit itself came in for criticism from archaeologists and tourism experts who warned that it was unsustainable.

The above problems were the latest in a series of management errors. Two years ago, the ticket office at the site entrance was closed. No warning was given and many tourists continued to arrive at the entrance to find that they had to make an hour-long trip back to the ticket office in Aguas Calientes, the nearest town.

Fig. 4