



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
General Certificate of Education Advanced Level

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TRAVEL AND TOURISM

9395/04

Paper 4 Specialised Tourism

October/November 2010

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



Question 1

Refer to Fig. 1(a) and Fig. 1(b), information about Small Hope Bay Lodge, an all-inclusive eco-tourism hotel – Andros Island, Bahamas.

Philosophy

At Small Hope, we use the word "eco-tourism" to refer to an experience that allows visitors to learn more about the life systems in our natural world. We have "eco-tours" where you can observe and experience the life and the nature that surrounds us.

To this end we focus our activities on the outdoors; we are a “nature-based” resort. But we are more than that. We are more than a park, or some designated natural area made accessible, protected, or tame. We are more than some exotic tour company that will move on as soon as the next hot spot is discovered. We are not living on protected lands. We are not working as a place apart. We are part of a community.

Small Hope is one of the oldest businesses on Andros - and with its sister company Androsia, a major employer on the island. As winner of two awards, the Lodge has been recognised as a leading force in the development of "eco-tourism" in the Bahamas. Small Hope was also instrumental in establishing the largest national park in the Bahamas which is in North and Central Andros and supports the Andros Conservation Trust. Small Hope Bay Lodge is one of the first resort hotels in the Bahamas to develop and maintain an ‘Environmental Management System’.

At Small Hope, we see our responsibility to our ecology as:

- to adhere to sound development practices, ones that are sensitive to the natural environment; and to maintain environmental integrity through wise and sustainable resource management
- to share these development practices and the benefits derived from them throughout the community; and to support opportunities for economic viability in conjunction with environmental and cultural integrity.

Beyond this, we exist for our visitors, to offer them the chance to experience the natural life systems of Andros.

Fig. 1(a)

Eco-tours on Andros, Bahamas

Small Hope Bay Lodge is now offering eco-tours, providing visitors with an opportunity to explore the diverse environment of this Bahamian island, the fifth largest, and least developed land mass in the Caribbean.

A number of guided tours are available:

'Blue Hole Folklore'

'Plunge into the Past'

'Settlers of the Big Yard'.

Guests also may take self-guided tours on foot, by bike or kayak, using maps and literature provided by the Lodge to explore trails, blue holes, mangrove swamps and other natural wonders, many starting right on the beach at Small Hope Bay.

Andros is a paradise for bird watchers and naturalists. More than 300 species of birds have been recorded in the Bahamas, and 50 species of orchids have been found here. Sometimes referred to as, "the Big Yard", Andros is the largest island in the Bahamas with an area of 2300 square miles (5957 square kilometres).

The island is 108 miles (173 kilometres) long and 46 miles (74 kilometres) at its widest point. Built of layers of coral limestone, the land mass of Andros has a great variety of ecosystems, with forests of pine and mahogany in the northern interior, and low-lying broad leafed deciduous forest in the centre. Inland waterways and mangrove marshlands provide a breeding and feeding habitat for fish, bird life and a food source for the surrounding reef.

Just off shore lies the Andros Barrier Reef, the world's third longest reef system, which plunges to a depth of 6000 feet (2000 metres) – providing spectacular vistas for underwater eco-exploration.

Small Hope Bay Lodge was built in 1960. This casual all-inclusive resort has 21 beachfront cottage rooms and offers diving to more than 60 nearby dive sites. The resort has received an award in recognition for its leadership in the development of eco-tourism in the Bahamas.

Small Hope Bay Lodge actively supports the Andros Conservation Trust, a non-profit organisation who, together with the Bahamas National Trust, are managing the new Central Andros National Park. We are attempting to preserve the breeding grounds for fish, crab and conch, as well as protecting our blue holes and mangrove areas.

Fig. 1(b)

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PLEASE TURN OVER FOR QUESTION 2

Question 2

Refer to Fig. 2, an extract from Travel Mood Adventures' website.

Turkey Activity Week

Duration: 8 days

Departures: June to October

Description: a week of fun and adventures on the stunning Lycian coast.

Tour Itinerary

Day 1: join trip Dalaman; transfer to Kas

Day 2: Kas; sea-kayaking to Kekova

Day 3: Kas; dive excursion ('try-dive' for beginners)

Day 4: Kas; mountain bike trip (mainly downhill)

Day 5: free day in Kas

Day 6: transfer to Dalyan; free to relax and explore

Day 7: Dalyan; rafting on the Dalaman River

Day 8: trip ends Dalyan

Essentials

A busy week graded "active", though none of the included activities are compulsory. No experience is required for diving, rafting or kayaking as instruction is provided. An ability to swim is essential. Activities can be tailored to the ability of the group.

Responsible Travel

Lots of different local suppliers come together to make this one of our most responsible trips. There are dive professionals, raft instructors, hoteliers and restaurant owners – many people rely on us for employment.

Transport and Accommodation

Boat, sea-kayak, charter bus, bike, on foot, raft hotels.

Customer Review

"Just come back from this holiday, and I just have to say it was an amazing week! One I will not forget, just wish I was still there. Kas is a lovely place, very friendly and great food. Also I would like to mention our holiday rep. He was very helpful and friendly, nothing was too much trouble for him. A credit to The Adventure Company!"

Fig. 2

(a) The adventure holiday in Kas only runs between June and October each year. State **three** negative economic impacts this may have on the local Turkish community.

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(b) Explain **two** ways in which negative environmental impacts can be minimised at destinations such as Kas.

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Question 2 Figure 2 © www.travelmoodadventures.com.

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