



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 2008

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.

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	
Total	

This document consists of **9** printed pages and **3** blank pages.



Question 1

Aboriginal tourism targets Europe

European tourists to Australia will be encouraged to discover Aboriginal life after a report revealed fewer than one in five visitors seek an "indigenous experience", where they are able to sample the culture, heritage and lifestyle of the Aboriginal people. Aden Ridgeway who now heads the Indigenous Tourism Australia Agency (ITAA), will lead an Aboriginal tourism roadshow to Europe.

A report reveals that having an indigenous experience – such as visiting an Aboriginal art gallery or seeing Aboriginal dance – was a major factor for just 18% of visitors in their decision to come to Australia this year. 53% of visitors said having an indigenous experience was of little or no influence in their decision. Germans, at 38%, and Americans, at 30%, were the most interested in experiencing Aboriginal culture. Younger international visitors tended to seek an indigenous experience more than older visitors.

Last year, 45% of international visitors who experienced indigenous tourism were aged between 15 and 34, while 23% were over 55. Of those who did not participate in Aboriginal tourism, more than 90% said they would like to experience an indigenous experience on a future trip to Australia. Mr Ridgeway, who is Aboriginal, said Europeans would be targeted to come to Aboriginal festivals. "You could easily be in South Africa or the west coast of the United States on a tourism theme of sun, surf and sand - you have to look at some sort of differentiation and what makes Australia unique is its indigenous culture," he said. Mr Ridgeway said he wanted to travel overseas with a large delegation twice a year. "We will target key markets and we want to focus on building a strategy around festivals."

Small Business and Tourism Minister Fran Bailey, said "I'm aiming to create 30 new indigenous-run tourism businesses within the next three years as a result of our mentor programme, especially if we get these businesses with the skills to keep them sustainable. We now know that there is unmet demand. A recent survey revealed that 25% of international holidaymakers wanted to experience some form of indigenous activity whilst in Australia."

There are about 300 indigenous tourism projects in the country and the ITAA survey found tourists wanted more. About 130 000 international visitors spent \$11.5 million buying indigenous art or craft during this year. Retail shops received 45% of the spending, followed by galleries with 38% and festivals or markets with 10%. 79% of the visitors who bought indigenous arts and crafts indicated that they spent less than \$100. Almost 79 000 international visitors participated in indigenous tourism activities as part of an organised group tour. Visiting indigenous art, craft or cultural displays were the most popular activities, attracting 54% of those who undertook indigenous tourism. About 22% visited indigenous sites or communities.

Fig.1

Refer to Fig. 1.

(a) Identify **three** examples of an Aboriginal tourism experience.

- 1
- 2
- 3 [3]

(b) Explain **three** economic benefits to Australia of developing new indigenous tourism businesses.

- 1
.....
.....
- 2
.....
.....
- 3
.....
..... [6]

(c) Explain **two** reasons why it is important to preserve local customs for the benefit of visitors.

- 1
.....
.....
- 2
.....
..... [4]

Question 2

Location: Inca Trail, Peruvian Amazon
Trip Type: Adventurous mountain biking holidays

Peru is unique in Latin America for its physical and cultural attractions. Mountain biking in the High Andes around the Inca capital Cuzco is largely downhill, making this tour accessible to those with a moderate level of biking experience. A spectacular and diverse itinerary through Peru's beautiful Sacred Valley to the incredible Amazon rainforest finishes with the Inca Trail trek to Machu Picchu.



PLEASE NOTE: New Peruvian regulations, designed to reduce the environmental impact upon the Machu Picchu trail, mean that we are unable to accept bookings which are less than 4 weeks before the published departure dates. So don't leave it too late to book!

How this holiday makes a difference

Global adventures start with a local perspective – that's our philosophy. Whether abroad or at home, the starting point is the same - how to get the most enjoyable holiday for our customers, while benefiting the local people and economy as well as respecting the environment.

We are committed to running small group tours, and operating these tours where possible with local communities, maximising the benefit to local areas and minimising the impact on the environment. We are attempting to use as much locally-made equipment as possible, designing and modifying equipment using local ideas and materials.

Together with our local partners, we educate clients and local people on how to preserve the fragile environment and the endangered species we encounter. This includes on-going guide and porter awareness programmes and thorough pre-departure information and in-country briefings for clients.

Fig. 2

Refer to Fig. 2.

(a) Mountain biking is an adventure tourism activity.

Define and give an example of the following:

(i) **hard** adventure tourism activities.

Definition

.....

Example [2]

(ii) **soft** adventure tourism activities.

Definition

.....

Example [2]

(b) Explain **three** positive impacts that increased levels of adventure tourism activities may have on the local Cuzco community.

1

.....

.....

2

.....

.....

3

.....

..... [6]

(c) Suggest **three** negative impacts that mountain biking may cause in Cuzco.

1

2

3 [3]

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Question 1 Fig. 1 © www.theaustralian.news.com.au/story/0,20867,20793299-2702,00.html

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