



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
General Certificate of Education Advanced Level

CANDIDATE
NAME

CENTRE
NUMBER

--	--	--	--	--

CANDIDATE
NUMBER

--	--	--	--



TRAVEL AND TOURISM

9395/43

Paper 4 Specialised Tourism

October/November 2013

1 hour 30 minutes

Candidates answer on the Question Paper.

No Additional Materials are required.

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.

All the Figures referred to in the questions are contained in the Insert.

The number of marks is given in brackets [] at the end of each question or part question.

This document consists of **7** printed pages, **1** blank page and **1** Insert.



Question 1

Refer to Fig. 1 (Insert), information about a sustainable holiday in Kyrgyzstan.

- (a) Explain **two** possible benefits to the Man and the Biosphere Programme of setting up an association of ecotourism service providers.

1

.....

.....

.....

2

.....

.....

.....

.....[4]

(b) Tourism in Kyrgyzstan is increasing. Evaluate the ways in which local tourism providers might benefit from a growth in tourism to this area.

For
Examiner's
Use

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....

[9]

Question 2

Refer to Fig. 2 (Insert), information about the festival Día de Los Muertos – known as Day of the Dead in Mexico.

(a) Explain **two** reasons why tourists are attracted to Mexico's Day of the Dead festival.

1

.....

.....

.....

2

.....

.....

..... [4]

BLANK PAGE

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

University of Cambridge International Examinations is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.