
TRAVEL AND TOURISM

9395/12

Paper 1 Core

May/June 2014

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 **6** printed pages and **2** blank pages.

Fig. 1 for Question 1



Fig. 1

Fig. 2 for Question 2

Real value in medical tourism

The saving a medical tourist makes on a procedure or a treatment depends, more than ever, on the exchange rate between the currency the medical tourist uses at home and the currency used at the medical destination.

Medical tourism value up in Mexico, Turkey and South Africa

Looking strictly at exchange rates, countries such as Mexico, Turkey and South Africa now may offer much better value for money than Thailand or Malaysia for medical travellers. India seems to be holding steady as a medical destination of value so far, although business interests in India are expressing concern that higher interest rates will result in a stronger rupee and reduce the country's global competitiveness.

Weak vs. strong currencies

Today, Brazil's currency, along with Thailand's, is strong and surgery costs in both countries have increased significantly for anyone paying in US dollars. According to World Bank figures, the cost of shoulder surgery in Brazil has increased between 2003 and 2010 by more than 60%, from US\$5 600 to US\$9 400.

By contrast, Indian, Mexican and Singaporean exchange rates have remained fairly steady and corresponding surgery costs relative to the US dollar have not changed much in the eight years the report considered.

Hidden value

As value in medical tourism shifts from Malaysia, Thailand or Brazil, other countries like Mexico, Turkey and South Africa begin to look more desirable as medical destinations. Even Vietnam, whose currency was devalued last year, may begin to attract travelling patients from Bangladesh, Burma and elsewhere that have previously had surgery in Thailand.

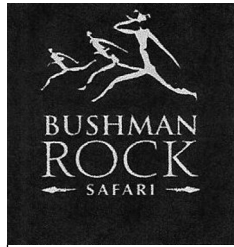
Fig. 2

Fig. 3 for Question 3

Bushman Rock Safaris

Rates and Activities

Accommodation Packages



Bushman Rock Safaris
Pvt Ltd
Po. Box 238
Ruwa
Zimbabwe

Phone: 0712 400 570
0712 365 392
0732 476 549

Fax: 04 490 699

info@bushmanrock.com
www.bushmanrock.com



Whether you are looking for African adventure, family retreat or just a weekend getaway Bushman Rock Safaris has it all. Located 37km outside of Harare, Zimbabwe, off the Harare - Mutare Road, Bushman Rock is nestled in the kopjies (granite outcrops) above a bend in the Nyamasanga River. The beautiful gardens and lawns are encircled by a stream, a network of small

lakes and the vine covered valley. Hidden amongst tall indigenous trees the lodges offer complete privacy. Lodges take the form of double, twin or family suites and are decorated in a subtle African theme. With their private lounges and four-poster beds, lodges provide a personal oasis in which to relax and unwind.

Accommodation Rates

Per Person Sharing B&B	\$70
Per Person Single B&B	\$90
Three course Dinner	\$25
Two course Lunch	\$18
Sunday Lunch	\$25
Sunday Lunch additional guest	\$30
Child Under 12 Single B&B	\$65
Child Under 12 Sharing B&B	\$40

Activities

All activities, with the exception of wine tastings, are conducted at 0700, 1000 or after tea at 1630. Please let us know on booking or on checking in what you are interested in and we will endeavor to ensure everything is organised. Please note that activities may be communal and please be aware that you may have to share vehicles or facilities with other guests.

Activities available:

Game Walk—\$55pp
Game Drive—\$10pp
Horse Ride—\$25pp (min. age 12)
Tour of Vineyards—\$5pp
Wine Tasting—\$8pp (min. age 18)
Pontoon Ride—\$5pp

Walking tour of Bushman Rock Cave with its paintings—\$5pp

Half drive, half walking tour of the Cave and paintings—\$10pp

Bass and bream fishing—no equipment supplied - free from the bank

Fig. 3

Fig. 4 for Question 4

Indian tiger reserves may ban tourists

India's Supreme Court now has to decide, based on a recent petition, whether to accept proposals to move tourists to 'fringe' or 'buffer zones' outside core tiger habitats in order to protect the endangered species. The Government's National Tiger Conservation Authority (NTCA), which has filed the petition, puts the number of remaining tigers in India at 1 706, spread among 40 wildlife reserves.

However, according to Save the Tiger, a large Indian non-profit organisation, there are just 1 411 tigers left in India, down from around 40 000 in 1900. With tigers nearing extinction levels the Government has made several conservation initiatives, including www.projecttiger.nic.in, as have companies like telecom-provider Aircel with its 'Save Our Tigers' campaign.

Now the NTCA, which spends a large amount on conservation efforts that help to generate some US\$40 million in visitor spending, has said that tourists have to be kept away from tiger habitats. Tourist lodges deep inside tiger reserves are said to block tigers' paths between forest parks and vehicles used by tourists in Bandhavgarh National Park recently killed two tigers.

If tourism has to be stopped in core areas, protection and patrolling will need to go up. The proposals could also negatively affect India's other tiger reserves. It should not happen that tourists are moved out and poachers replace them.

'Humans living in tiger reserves pose the biggest danger to tigers, not tourism,' said Belinda Wright, a volunteer with the Wildlife Protection Society of India.

Fig. 4

Fig. 5 for Question 4



Fig. 5

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