



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS  
General Certificate of Education Advanced Level

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**TRAVEL AND TOURISM**

**9395/04**

Paper 4 Specialised Tourism

**November 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.

**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.

For Examiner's Use	
<b>1</b>	
<b>2</b>	
<b>Total</b>	

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



## Question 1

### A Bedouin Sheikh and an English Woman create a Guest House with a difference in Dahab, Egypt

The house of the Sheikh of Dahab has been transformed into Dahab's newest holiday accommodation, for a holiday with a difference. Sheikh Salem House was built in 1994 by the then Sheikh of Dahab, Sheikh Salem. He was a much respected leader of the Sinai Bedouin Muzzienna Tribe. He was determined to make sure that Dahab's Bedouin community had the opportunity to develop their own business and to sustain incomes for themselves and their families amidst all the redevelopment of Dahab and Sinai as a tourist destination. The Sheikh had a large family with 34 sons and 11 daughters. When he died in 2001, his son Twalia became the new Sheikh of Dahab and became responsible for the family, the house and the Muzzienna Tribe in Dahab.



Nicole Simpkins left her job in London in search of a new life in the sun. Ten months ago Sheikh Salem House was an empty shell, a building site that looked and felt like a ruin. After the previous developers left, the Sheikh needed a solution that would not only be good for the house, but that would also ensure his family maintained ownership and an interest in the building.

Nicole sold her own house in London therefore she had some money available for the guest house project. The Sheikh agreed to a partnership deal with Nicole to ensure that the redevelopment could take place. The Spirit of Dahab company was formed to carry out this work and the management of the building.



The guest house became a tribute to Sheikh Salem and a benefit to the Bedouin community in Dahab. Nicole was passionate about supporting Dahab's Bedouin community and preserving Bedouin culture in Dahab. She wanted to help them create their own business in Dahab before all the opportunities were taken by other entrepreneurs. The company wanted the Bedouin community to benefit directly from tourism in Dahab and Sinai; for example, the community needed to be equipped to take up jobs in local hotels and restaurants.

By working in partnership, Nicole and the Sheikh hope they can make a difference. Nicole said, "It is a challenge, we have started by employing Bedouin drivers and developing our own Bedouin safaris, but we still have a long way to go. I plan to give English lessons to the Bedouin community and offer them the chance to gain valuable work experience so that they are able to get jobs in tourism. After this, the company will work with those who want to set up their own businesses and see how we can best support them."

Nicole is a strong advocate of eco-friendly initiatives. "We are working on the guest house as an example of responsible tourism. We are recycling and re-using what we can, and introducing energy efficiency and green practices where possible. We are making the most of what we have, by composting waste and making new from old. This is another challenge but we are making good progress in this area too."

Fig. 1







Question 2

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Use





**Ski & Snowboard Switzerland**

**Fig. 2**

Refer to Fig. 2, part of a winter adventure holiday brochure.

**(a)** Adventure tourism activities can be divided into the following three categories: water-based, land-based and air-based. Give **one** example for **each** category.

Water-based .....

Land-based .....

Air-based ..... [3]

(b) Explain **three** ways in which winter adventure tourism activities may cause negative environmental impacts.

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

(c) Describe **two** ways in which negative environmental impacts can be minimised at a winter holiday destination.

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











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Question 2                      Fig. 2 © Swiss Travel Service.

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