



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 2012

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.

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 7 printed pages and 1 blank page.



Question 2

Refer to Fig. 2, information about Sweden.

Hiking and Trekking - Dreaming of Sweden

Much of Sweden is an extraordinary natural resource, from the high alpine peaks of the north to the beaches and shorelines of the south. Most of these precious resources are protected by national parks, such as the Laponia World Heritage Site, that is also home to Europe's last remaining wilderness. Sweden is a country of vast expanses of heath and plain, rugged mountains, glaciers, alpine meadows, forests, lakes and rolling countryside.

The Laponia World Heritage Site and the Sarek National Park are famous destinations amongst hikers and trekkers around the world. Sarek National Park, for example, is a natural wilderness as there are no trails and few amenities. Most of the hiking and trekking trails across the rest of Sweden are clearly marked and hostels, mountain stations and huts are well-equipped and a welcome sight for tired visitors.

Sweden was the second country in the world to introduce an ecotourism charter, after Australia. Sweden also set up 'Nature's Best', Europe's first eco-label that assures the quality of around 180 holidays and activities run by its 80 eco-certified tour operators around the country. The good thing about booking a trip with one of these tour operators is that they comply with Nature's Best's strict code of conduct, and you make a positive contribution to the environment in which you find yourself. This could be hiking and trekking in the Sarek National Park which has no trails, no accommodation and is strictly for the more experienced hikers.

Laponia is a UNESCO World Heritage Site and home to the Saami, the indigenous people of this land. Being a World Heritage Site means that it is very special indeed and when you visit care must be taken to prevent damage to the local surroundings and consideration should always be given to the Saami people and their homes. It is the largest area in the world (and one of the last) with a traditional way of life based on the seasonal movement of livestock. Every summer, the Saami lead their huge herds of reindeer towards the mountains through a natural landscape. Until now, it has been preserved, but today it is threatened by the arrival of motor vehicles. The UNESCO Committee which oversees World Heritage Site status considered the Laponia Site to be of outstanding universal value as it contains examples of ongoing geological, biological and ecological processes, a great variety of natural phenomena of exceptional beauty (such as the 'Northern Lights') and significant biological diversity, including populations of brown bear and alpine plants.

Fig. 2

- (a) Explain **two** ways in which tourists can benefit from Sweden's tour operators having a new eco-label.

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Figure 2 © ADAPTED: www.visitsweden.com/sweden/attractions/outdoor-activities/hiking/.

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