

UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS  
General Certificate of Education  
Advanced Level

**TRAVEL AND TOURISM**

**9395/04**

Paper 4 Specialised Tourism

For Examination from 2008

**SPECIMEN PAPER**

**1 hour and 30 minutes**

Additional Materials: Answer booklet/Paper

**READ THESE INSTRUCTIONS FIRST**

If you have been given an Answer Booklet, follow the instructions on the front cover of the Booklet.  
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.

This document consists of **5** printed pages and **3** blank pages.



**Question 1****International Conference on Tourism and Handicrafts**

The World Tourism Organization in cooperation with the government of Iran Cultural Heritage and Tourism Organization (ICHTO) will organize the “International Conference on Tourism and Handicrafts” in Tehran, Islamic Republic of Iran, from 13-15 May 2006.

Tourists can enjoy the host country most when they take home good quality handicrafts and fond memories of their host countries. Yet, the linkage between handicrafts and tourism is not properly defined in many tourist destinations. Thus lucrative opportunities to realize job creations and to earn valuable foreign exchange resources are lost as well as the promotion of the host destination.

WTO and ICHTO recognize the importance of handicrafts in tourism development and agree that handicrafts and their linkage with tourism needs to be fully identified and developed not just for Iran but for the benefit of all countries concerned. In this regard, the International Conference on Tourism and Handicrafts is the first of its kind to be organized in the Islamic Republic of Iran where high quality handicrafts are produced from generation to generation.

Handicraft is an integral part of the tourism experience for international tourists. As known to all, the richness of handicrafts does not only create financial opportunities for local artisans and culture but also provides great potential for tourism development in general. However, the connection between tourism and handicrafts has not been fully recognized and developed.

There are key issues which need further discussion:

- How can the lucrative opportunities to increase earnings locally as well as earn valuable foreign exchange currency be improved?
- How can the tourism and handicraft sectors work together to promote cultural assets of the host destination?
- How can tourism improve its support of artisans and their communities in poverty alleviation?
- How can the negative economic and cultural impact of tourism on vulnerable local craftsmen and their communities be addressed?

The objective of this conference is to bring together experts who can define better the links between crafts and tourism and to propose ways to enhance the magnetism between the two.

**Fig. 1**

Refer to Fig. 1.

- (a) State **three** examples of handicraft items being used for “the promotion of the host destination”. [3]
- (b) Explain **three** ways in which a strong handicraft sector can bring about positive social and economic benefits within destinations. [6]
- (c) Outline **two** reasons why ‘all-inclusive’ resorts tend to have a negative effect on the handicraft sector. [4]
- (d) With reference to at least **one** example with which you are familiar, discuss how ecotourism projects encourage sustainable tourism. [12]

[Total: 25]

Question 2



Photo A



Photo B



Photo C

Refer to Photographs A, B and C that were taken in a mountain region of Europe. This is a region where adventure tourism activities are popular with visiting tourists.

- (a) Identify the adventure tourism activity shown in each of:
- Photo A
  - Photo B
  - Photo C. [3]
- (b) With reference to Photo A, state **one** likely visitor environmental impact and explain how this impact has been managed. [4]
- (c) Discuss how some outdoor activities may create negative impacts on other visitor groups. [6]
- (d) Assess the extent to which many adventure activities take place in fragile environments and amongst people whose culture and traditions are different to that of the tourist. [12]

[Total: 25]

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