



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
General Certificate of Education Advanced Level

CANDIDATE
NAME

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TRAVEL AND TOURISM

9395/04

Paper 4 Specialised Tourism

May/June 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 **9** printed pages and **3** blank pages.



Question 1

Refer to Fig. 1, information about conservation in the Red Sea.

The Hurghada Environmental Protection and Conservation Association (HEPCA) is a non-governmental organisation working in the field of marine and land conservation. Founded in 1992, it represents the diving community of the Red Sea. It is actively working towards the goal of protecting and preserving the natural resources of the Red Sea and Egypt.

The environment is deteriorating. Work involves liaising with partners to develop and maintain a large number of projects and campaigns that help to ensure the preservation and sustainability of the Red Sea's environment for the future.

HEPCA's role is the protection and conservation of the land and marine ecology, the underwater environment of the coral reefs and land ecosystems along the coastline of the Red Sea.

The spectacular coral reefs and fascinating marine life of the Red Sea are one of the main attractions for the eight million visitors coming to Egypt each year. Dive tourism is growing rapidly. Divers and snorkellers can choose from over 300 diving centres and boat operators in the Hurghada region alone.

The economic potential represents a superb opportunity for a developing country such as Egypt, but with success come added pressures, responsibilities and concerns:

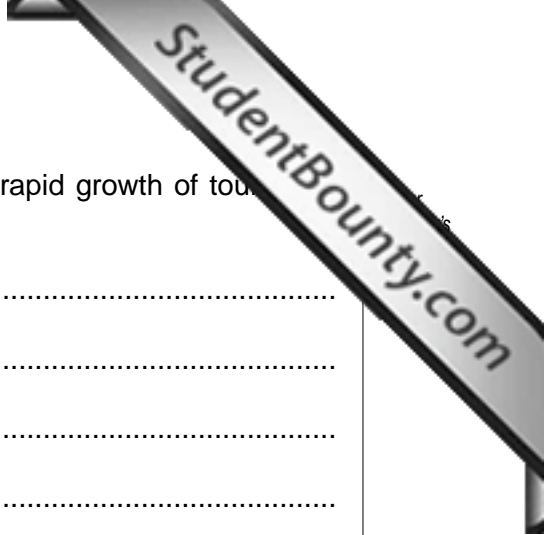
- mass construction of hotels and holiday homes;
- vast numbers of water users and water craft;
- overfishing;
- pollution.

Without proper environmental and logistical planning, and interventions to promote sustainable development, the corals and marine life of the Red Sea will die. This will affect the environment and hundreds of thousands of livelihoods, causing the degradation of the entire tourism industry along the Red Sea coast of Egypt.

HEPCA's original objectives have grown and include other marine projects, such as underwater and beach clean-ups, and campaigns to stop overfishing and protect endangered marine life. HEPCA is also involved in raising awareness of activities targeted at the local community, schools, tourism industry, service providers, and visiting tourists.

HEPCA needs private funding from members and individuals to survive. However, HEPCA is also fortunate to receive considerable funding from the public and private sectors. Supporters include the United States Agency for International Development (USAID), Coca Cola International, Vodafone Egypt International and many others.

Fig. 1



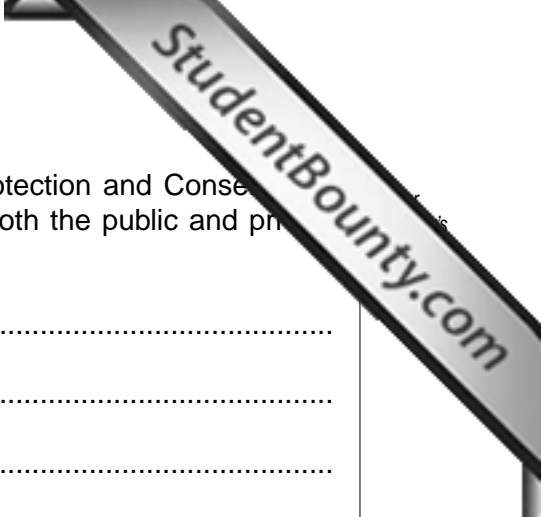
(b) Assess the possible negative environmental impacts of the rapid growth of tourism in the Hurghada region.

A series of horizontal dotted lines provided for writing the answer to the question.

- (c) Discuss the importance to the Hurghada Environmental Protection and Conservation Association (HEPCA) of having the support of partners in both the public and private sectors.

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[12]
[Total: 25]



Question 2

Refer to Fig. 2, information about Kampong Ayer, a tourist destination in Brunei.



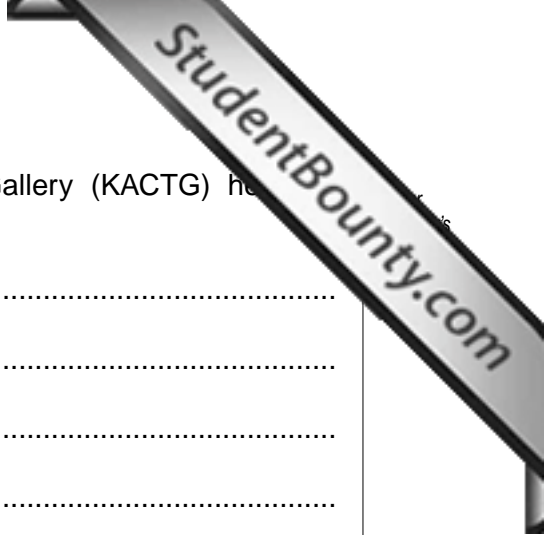
Kampong Ayer, stretching for several miles along the banks of the Brunei River, is Brunei's famed Water Village. Built entirely of stilt houses and wooden walkways, this cluster of 42 villages housing more than 30 000 inhabitants is the world's largest water village. The traditional lifestyle of its inhabitants has remained unchanged since the 16th century. Fishermen, river traders and artisans make and sell traditional handicrafts such as silverware, brassware, woodcarvings and weaving. It is seen to be a culturally important part of Brunei. Today

Kampong Ayer is an almost self-sufficient community, being equipped with modern facilities such as schools, shops, markets, mosques, clinics, police stations and fire brigades. Communities are connected by a maze of stilted platforms and walkways. Kampong Ayer is a national heritage and efforts are being made to preserve this lifestyle so that the legacy of the 'Water People' of Brunei will be retained, not only as a tourist attraction, but also for the future generations of Brunei.

The Kampong Ayer Cultural and Tourism Gallery (KACTG) has been opened in the heart of old Kampong Ayer, located in the downtown area of Brunei's capital, Bandar Seri Begawan. Managed by the Brunei Tourism Development Department, the KACTG is the country's latest tourism attraction, which is meant to enrich the experience of visiting the famed Water Village of Brunei. In the past, most tourists did not get a chance to learn about the background, history, traditions, society, and arts and crafts of this extraordinary settlement. The KACTG hopes to remedy this situation, by offering tourists an interactive touch screen information display, five small galleries containing background information on the history of Kampong Ayer, as well as photographs and museum artifacts. Handicraft displays, live craft-making demonstrations, and a souvenir kiosk will allow visitors to bring back memories and mementos of their Kampong Ayer experience. Built in the style of a grand Kampong Ayer house, and with a distinctive observation tower, the Kampong Ayer Cultural and Tourism Gallery has a good view of the Water Village and its surroundings.



Fig. 2



(b) Discuss how the Kampong Ayer Cultural and Tourism Gallery (KACTG) helps preserve the destination's heritage and culture.

A series of horizontal dotted lines provided for the student to write their answer to the question.

Copyright Acknowledgements:

Case Study © ADAPTED: www.hepca.com/red-sea-environment-news.aspx.
Figure 2 © ADAPTED: www.bruneidirecthys.net/about_brunei/tourist_attraction.html.
Figure 2 Photographs © Sue Stewart

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