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General Certificate of Education Advanced Level

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TRAVEL AND TOURISM

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Paper 4 Specialised Tourism

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INSERT

1 hour 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 **3** printed pages and **1** blank page.



Fig. 1 for Question 1

Information about a holiday in Scotland, UK

Run by a marine biologist and sustainable tourism expert, 'Wild at Heart' is a small company with big ideas. The company believes in 'changing the world one holiday at a time', by offering fantastic experiences which provide the opportunity to reconnect with nature and be inspired by communities committed to sustainable living.

'Wild at Heart' offers opportunities to stay in a variety of sustainable accommodation including a 19th century historic house, a 4* hotel, camping in huge tents or self-catering in wooden lodges. The most popular seasons to visit are during the summer and autumn, although 'Wild at Heart' is expanding the range of activities and accommodation offered to help extend the tourist season. In a quiet and idyllic setting, these holidays work in harmony with both the environment and the local people.

A range of excursions is available during short breaks and longer holidays. Activities available include:

- dolphin, seal and birdwatching with expert guides
- learning from the locals about campfire building
- hiking
- shelter making
- wildlife tracking
- enjoying creative time through nature writing and photography.

There are also opportunities for learning about sustainable living at the nearby famous ecovillage and community at Findhorn. This is one of the world's oldest and most established sustainable communities. It is the village with the lowest carbon output in Europe. The ecobuildings here have solar panels, insulated walls and windows, low energy light bulbs, organic paints, locally grown and harvested timber, local stone, water conservation showers, low-flush toilets and self-closing taps.

As well as offering a great range of activities, this holiday location is based in a wonderful and unique region. The coastline was recently voted one of the world's best by National Geographic magazine and is home to the only population of bottlenose dolphins in the North Sea. The area is famous for rivers full of fish and ancient forests.

Fig. 1

Fig. 2 for Question 2

Quad Biking tour in Marrakech, Morocco



Take an exhilarating ride through the lush green oasis of the Marrakech Palmeraie.

The quad biking experience includes:

- round trip transfers from your hotel in Marrakech
- experienced guide and mechanic
- quad bike tuition
- helmets, gloves and goggles
- a stop at a Berber village to see traditional products being made from bone, stained glass, wool, silk, metal and pottery
- refreshments of mint tea and crêpes with honey.

Reaching speeds of up to 80 kilometres per hour, quad bikes are by far the most fun you can have on four wheels. With a low centre of gravity and large tyres everyone can be adventurous. A short distance from Marrakech, this fantastic trail winds and twists through sand, bush and towering palms. Eventually you will arrive at a Berber community where a short break allows for lunch and some local shopping. This is a fantastic half-day of thrills complimented by beautiful scenery and African sunshine. The open and exciting landscape is perfect for this type of activity. Your safety is guaranteed.

Fig. 2

Copyright Acknowledgements:

Figure 1 © ADAPTED: www.wildatheart-ecoholidays.com.

Figure 2 © ADAPTED: http://www.dosomethingdifferent.com/experiences/quad_biking_in_marrakech.

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