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**TRAVEL AND TOURISM**

**9395/41**

Paper 4 Specialised Tourism

**May/June 2014**

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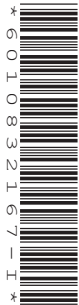
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**READ THESE INSTRUCTIONS FIRST**

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**Fig. 1 for Question 1****Taj Mahal**

The Taj Mahal is widely considered to be one of the greatest architectural achievements in human history. Constructed during the 17<sup>th</sup> century, it took 17 years and 20 000 workers to complete. The Mughal emperor Shah Jahan had it built in memory of his favourite wife, Mumtaz Mahal, and today it is visited by approximately three million tourists every year. In 1983 it became a UNESCO World Heritage Site, but local development and the large number of visitors are causing problems.

The area around the site becomes extremely congested and overcrowded, particularly during the popular cooler months. There is currently a two-tier pricing system in place with cheaper entrance fees for local people. The grounds of the Taj Mahal are open from 06:00 to 19:00 during the week, except for Friday when the site is open for prayers at the mosque between 12:00 and 14:00.

The Taj Mahal is in danger of being damaged by air and water pollution. Agra, where the Taj Mahal stands, has been polluted heavily by industries and traffic in recent years. Factories are being built around the Taj Mahal site and there is uncontrolled construction around the site. Ground water levels are sinking because the population around Agra, a city of four million people, is increasing and needs more water. The wooden foundations of the Taj Mahal may collapse because they are becoming too dry.

At the end of the last century the Government of India realised the problems pollution was causing and started a programme to save the Taj Mahal's shiny white marble because it was turning yellow. Over \$150 million were spent on restoration. However, corrosion has continued and acid rain has caused a change in the colour of the walls, although restoration experts have started to bring back the building's shiny white colour. The Government and city authorities have taken measures to protect India's greatest sight. Pollution stations around Agra monitor air quality. Cars have been banned within two kilometres of the Taj Mahal. Electric cars and buses now bring tourists to the site. Factories and industries around Agra are being persuaded to change to cleaner forms of energy.

**Fig. 1**

**Fig. 2 for Question 2**

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**Fig. 2**

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*Copyright Acknowledgements:*

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Case Study Figure 2 © adapted: <http://www.electrictourcompany.com/san-francisco>.

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