



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
General Certificate of Education Advanced Level

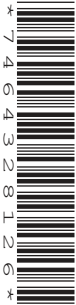
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TRAVEL AND TOURISM

9395/04

Paper 4 Specialised Tourism

October/November 2011

1 hour and 30 minutes

Candidates answer on the Question Paper

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.

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1	
2	
Total	

This document consists of **8** printed pages.



Question 1

Refer to Fig. 1, information on an ecotourism project in Tanzania.

Kilimanjaro Ecotourism Project

This project provides employment and funds for developing the Njari village, Tanzania – a less economically developed country in Africa.

The Njari Lodge and Campsite (NL&C):

The Njari Lodge and Campsite is situated at about 2000m on Mount Kilimanjaro next to the National Park Forest. It has wonderful views of the Kilimanjaro summit and Mount Meru. It is a one hour drive in a 4-wheel drive vehicle from Moshi through the villages of Ongoma and Njari, populated by the Chagga Tribe. The villages are made up of many shambas (small farms). The main crops are bananas and coffee. The whole area is very green and is fed a constant supply of fresh running water from the glaciers of Kilimanjaro.

The Njari Lodge and Campsite is a very quiet and peaceful place. It is a small area not suitable for large numbers of people. Visitors can come and walk in the Kilimanjaro National Park Forest and observe the Columbus monkeys, walk in the village and gain some understanding and experience of the Chagga Tribe or just relax and chill out.

A percentage of income from this campsite goes to the funds which help village projects, such as those which benefit the local primary school.

Transport:

Transport to the Njari Lodge and Campsite is arranged when a booking is made, either from the Kilimanjaro International Airport or from the nearest town, Moshi. A 4-wheel drive is needed to get up to the campsite.

Food and drinks:

This campsite is very remote from the nearest town, Moshi. Fruit, bread and drinks are brought up from the town. However, visitors are encouraged to buy local products such as eggs and vegetables from the locals to help boost their incomes. Traditional foods include a meat stew, rice, potatoes, cabbage, tomatoes, avocados, beans, ugali (stiff corn porridge), bananas and oranges.

At the campsite the guides provide food and hot water. There is no electricity but the guides provide kerosene lamps.

Activities:

The following activities are available:

- five hour walk through the forest to a small waterfall;
- seven hour walk through the forest to a large waterfall;
- eight hour walk up Kilimanjaro (not to the summit);
- a cultural tour of Njari village including:
 - a visit to a shamba (small farm);
 - a visit to a traditional Chagga house;
 - music from the church choir;
 - traditional dancing and singing;
 - visit to local bar and watch mbege making (local banana brew);
 - lessons in speaking Kiswahili;
 - four hour walk around the village.

What people say about the project:
The Campsite Manager

"This project has allowed me to get educated as a tour guide and learn how to drive. The income helps me to fulfil my dream to build a house."

Cook

"The income from the campsite affects my life because there is nowhere else to get an income. I have two children aged 18 and 15 so it pays the school fees. I also enjoy meeting our guests from different countries."

Guide and Njari villager

"My income is helping to fund my college course in Hotel Management in Moshi. I enjoy communicating with different people and so gain ideas about development e.g. the AIDS issue. I have learnt many things about my own area and about how to protect our environment. The people who come here have helped with community projects."

Fig. 1

- (a) Identify and explain **two** ways in which the Njari Lodge and Campsite minimises negative environmental impacts.

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[4]

- (b) Discuss the importance to the community of the Njari Lodge and Campsite providing cultural activities for its visitors.

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[9]

- (c) The tour operator works in partnership with the United Nations and the Georgian government to protect the mountains.

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Discuss the benefits of such a partnership to local communities.

Dotted lines for writing the answer.

[12]
[Total: 25]

Copyright Acknowledgements:

Question 1 © adapted: <http://www.kilimanjaroproject.com>.

Question 2 © adapted: <http://www.nationalgeographic.com/adventure/adventure-travel/europe/georgia.html>.

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