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**TRAVEL AND TOURISM**

**9395/43**

Paper 4 Specialised Tourism

**October/November 2014**

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**1 hour 30 minutes**

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**READ THESE INSTRUCTIONS FIRST**

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**Fig. 1 for Question 1**

For years Bali has been advertised as a tropical paradise, because of its landscapes, white sandy beaches, beautiful Hindu temples and the hospitality of its 3.5 million people.

The appeal of Bali is being changed by mass tourism.

‘From the 1970s onwards Bali became a tourist destination,’ says Wayan Suardana, head of Walhisimilan, a conservation group campaigning for the environment. ‘To begin with it was mainly cultural tourism. Now we are seeing mass tourism, and that is a problem.’

Hundreds of hotels use a large amount of fresh water each day. ‘By 2015 Bali could be facing a drinking water crisis,’ Suardana says.

More than a million visitors came to Bali in 2001 and by 2011 numbers had more than doubled. Every year 700 hectares of land is used for building hotels, luxury housing for rich foreigners or for roads to improve connections on the island. Every day 13 000 cubic metres of waste is thrown away and only half is recycled. With 13% more cars on the roads every year, the increasing traffic causes massive congestion on the roads.

In an attempt to reduce the negative effects of mass tourism, the authorities have introduced legislation. This makes it compulsory for resorts to be at least 150 metres from beaches, with no hotels within 5 kilometres of Hindu temples.

In January 2011, the Governor of Bali banned the construction of new buildings in over developed areas. The ban is not popular with tourism developers and investors who want a quick return on their investment. However, without the ban, development will spoil the appeal of Bali. When development has reached a certain level, visitors will no longer find what they seek here.

‘Tourism is partly due to the attraction of our culture. If mass tourism develops in a way that threatens our culture, we will lose one of our attractions,’ says the Head of the Bali Tourist Board.

‘The Balinese are deeply attached to their religion and culture; they spend a lot of time in the temples and respect their rituals. But mass tourism has upset the rituals; the diversity of local cultures and the character of certain rites are being changed in order to appeal to mass tourism.’

Traditional music groups are dying out and the Balinese language is gradually being used less, with more people speaking the official language of Indonesia. With such massive changes it looks as if Balinese culture will be completely lost.

It is difficult to prevent these changes, because the travel trade does have a positive side. People are better off, living standards have improved. Many Balinese are unaware of the negative effects of tourism.’

**Fig. 1**

**Fig. 2 for Question 2**

Reykjanes Peninsula was made by volcanic activity and is mostly covered by lava. On this adventure holiday, you reach one of those lava fields as soon as you drive out of Reykjavik (Iceland's capital city). You cross the active volcanic rift zone (The Mid-Atlantic Ridge) and then take a guided tour of the biggest geothermal power station on earth. This power station uses the earth's natural heat to generate power.

Then you drive to the volcano, Hengill, one of the main volcanoes in Iceland and closest to Reykjavik. The volcano is still active, but last erupted approximately 2000 years ago.

From the volcano, you are driven in a super-jeep along 'The Thousands Lake Route' which crosses many rivers. There are good opportunities to take photographs along the route.

After the 'The Thousands Lake Route' you are driven to Olkelduhals and then hike for 20 minutes to a volcanic area with steam, clay, hot springs and a river with hot water that is fantastic for bathing.

**Fig. 2**

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*Copyright Acknowledgements:*

Figure 1 Adapted from: <http://www.guardian.co.uk/world/2012/aug/07/bali-tourism-threatens-natural-beauty?newsfeed=true>

Figure 2 Adapted from <http://www.extremeiceland.is/en/day-tours/volcano-tours/the-volcano-tour>

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