

---

**TRAVEL AND TOURISM**

**9395/43**

Paper 4 Specialised Tourism

**October/November 2015**

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

**WILD ASIA RESPONSIBLE TOURISM AWARDS (RTA)**

Wild Asia's Responsible Tourism Award is the only tourism award of its kind in Asia. Established by the conservation group Wild Asia in 2006 with a small grant, it is now a mainstream event, comprising workshops and an annual award ceremony. This annual award aims to recognise accommodation providers and tour operators who are making a difference to the environment, people, cultures and traditions; the very things that make a holiday experience distinct. The award winners and finalists have demonstrated responsibility through sustainable management best practices. Wild Asia believes that in rewarding good practice, more operators from the region will be encouraged to share ideas and inspire change from within the travel industry.

**The Wild Asia Responsible Tourism Checklist**

The checklist adopts the United Nations World Tourism Organization (UNWTO) Global Sustainability Tourism Criteria and forms the basis of the Award. It was first developed in 2003 to help provide practical guidance to tourism operators. The criteria serve as the minimum standard that any tourism business should aspire to reach. This ensures the protection and sustainability of the world's natural and cultural resources and ensures that tourism meets its potential for poverty alleviation.

Previous Responsible Tourism Award Winners of the large-size accommodation section was the Heritance Kandalama (Dambulla, Sri Lanka).

Fig. 1

Fig. 2 for Question 1

**Content removed due to copyright restrictions.**

Fig. 2

Fig. 3 for Question 2



### WELCOME TO FAT TIRE BIKE TOURS – BERLIN

We love Berlin, and we want you to love it, too! Our tours are designed to give you a truly memorable time in the city, at the same time showing you the best places, and with the best guides. We have tours suited for Berlin beginners, as well as people that have visited before.

Our tours are fun whilst offering outstanding and friendly customer service. There are many reasons why you should join a tour while you are in Berlin. Here are a few reasons to join Fat Tire Bike Tours:

- **We are fun people who take touring seriously.** We are a small group of people who love what we do. Guiding a tour is fun for us, and our enthusiasm spreads to our guests.
- **Everyone feels welcome on our tours.** We love the international background of our guests, and we really enjoy getting to know the people who join us on tour. All levels of fitness and bike riding experience are welcome. We have children's bikes, too, and love having families along for the ride. Don't worry if you are a solo traveller, either. Our groups are the perfect way for you to spend a fun day with great people, and make some new friends along the way.
- **Relaxed, Fun, and Organised.** We have been guiding tours for years, and we know how to do it right! The majority of our tours travel on cycle paths and in parks. Don't worry about getting tired. We stop at each of the sites to talk about what we are seeing. We also stop for refreshments. Your tour will visit our favourite restaurants that use local food on their menus, as we like to support Berlin businesses.
- **Our guides are committed to excellence.** All of the staff we employ are local and they take their jobs seriously. They know and love their city and will be able to give personal knowledge of the tours covered and answer all of your questions.
- **Great tours to choose from!** We have a great offer for people joining us for more than one tour. Our All-in-One Bike or E-Bike Day Tour. Explore Berlin on a battery assisted e-bike. These bikes are lots of fun to ride. The bikes help with acceleration up to 20 km per hour. This allows us to see more of Berlin while not making you tired. Our most popular tours, include:
  - the history and culture of Berlin (visits to the Brandenburg Gate, Berlin Wall and the Reichstag (famous Parliament building))
  - evening tours
  - gardens & palaces of Potsdam.

Fig. 3

**BLANK PAGE**

---

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in the Cambridge International Examinations Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at [www.cie.org.uk](http://www.cie.org.uk) after the live examination series.

Cambridge International Examinations is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.