



Cambridge International AS & A Level

TRAVEL & TOURISM

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Paper 1 Themes and Concepts

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INSERT

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INFORMATION

- This insert contains all the figures referred to in the questions.
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The Lake District National Park is the largest national park in England. It is a mountainous region with different landscapes, a wide variety of flora and fauna and cultural heritage. As a result of this the Lake District is one of the most popular tourist destinations in England with over two million visitors annually.

The mountains and lakes in the Lake District make it extremely popular amongst outdoor enthusiasts. The area also contains the largest and deepest lakes in England which appeal to water sports enthusiasts.



Fig. 1.1

Jordan is located in the Middle East. Jordan has established an ecotourism scheme to provide job opportunities and a market for local products, bringing economic stability. The Jordanian Tourist Board produced guidelines to make tourism more sustainable, including:

- respect the culture and traditions of the local community
- respect for the heritage of the country
- purchase of local products
- use of energy conservation practices
- follow directions and rules of the nature reserves
- use of water conservation practices
- do not use natural water resources as they may not be clean.

Ecotourism projects in Jordan generate around 50 000 jobs. This allows communities living around nature reserves to earn roughly \$2.3 million a year. The local communities contribute to ecotourism by leading tours and hikes, working in the lodges and restaurants and transporting people and resources. Building construction is done in a traditional way which has a smaller impact on the environment and provides more jobs. Through ecotourism, poverty is reduced, the environment is protected and heritage is restored.

Fig. 3.1

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