



Cambridge International AS & A Level

TRAVEL & TOURISM

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Paper 1 Themes and Concepts

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INSERT

2 hours

INFORMATION

- This insert contains all the figures referred to in the questions.
- You may annotate this insert and use the blank spaces for planning. **Do not write your answers** on the insert.



This document has 4 pages. Any blank pages are indicated.



Fig. 1.1

The Taj Mahal is located in Agra, India. It is a tomb built from white marble by the Emperor Shah Jahan in memory of his wife. The attraction has millions of visitors each year and it generates twice the revenue of any other Indian tourist attraction. It is one of the most visited tourist attractions globally and is one of the seven modern wonders of the world and a World Heritage Site, managed by UNESCO.

To manage the impact of visitor numbers and maintain the structure, UNESCO is introducing the following strategies:

- installing an air quality monitoring system
- restricting access around the monument
- limiting ticket numbers to a daily maximum of 40 000
- varying ticket prices for different routes around the site
- providing tourist facilities such as restaurants, restrooms and transport.



Agra is also home to the Red Fort, another UNESCO World Heritage Site. The Red Fort is situated on the banks of Yamuna River, about 2.5km northwest of the Taj Mahal. The Red Fort site has various small shops selling handicrafts and stone products such as jewellery boxes and leather items.

Fig. 2.1

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