

TOURIST ATTRACTIONS

WELL-KNOWN WORLD ICONS AND
ATTRACTIONS:

(*WORLD HERITAGE SITES)

EDUCATOR: MR C.W FIELAND

TOURISM

BERGRIVIER HIGH SCHOOL

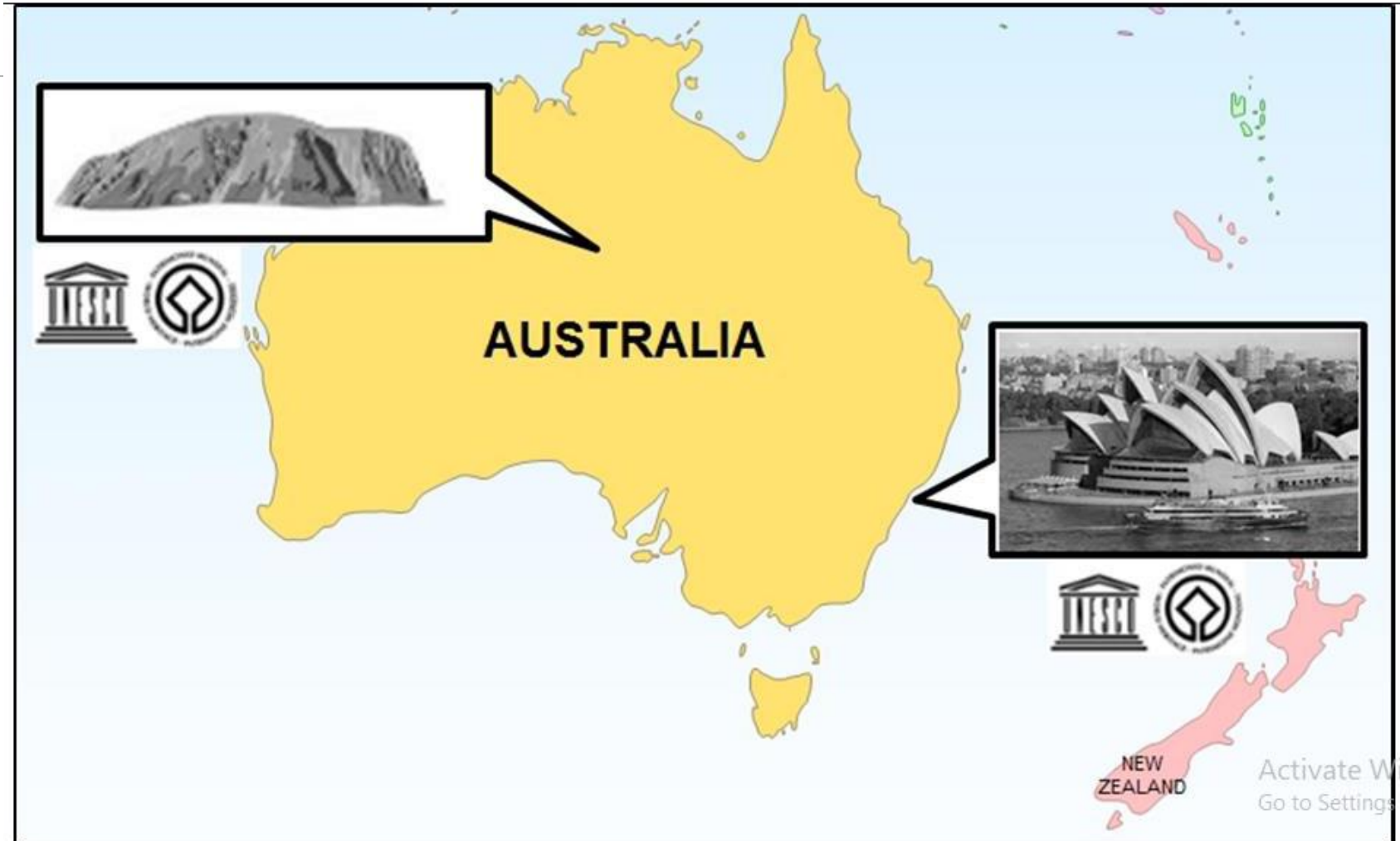


THE DIFFERENCE BETWEEN A TOURIST ATTRACTION AND AN ICON

Tourist attraction: A tourist attraction is a place, an area, a building or an event of interest that tourists visit for its historical significance, cultural value, natural or human-made beauty or entertainment opportunities.

Icon: An icon in the tourism context is an attraction or feature that is world famous, has symbolic value and is closely associated with a particular destination.

AUSTRALIA



SYDNEY OPERA HOUSE



WHY IS THIS AN ICON?

is universally recognised as an architectural masterpiece of the 20th century because of its design and construction

**NAME OF CITY/TOWN/
AREA:**

- City: Sydney

AYERS ROCK / ULURU-KATA TJUTA NATIONAL PARK



**NAME OF CITY/TOWN/
AREA:**

- State: Northern Territory

WHY IS THIS AN ICON?

Uluru or Ayers Rock is a unique, massive, round rock formation composed of hard, red sandstone.

It also known as an “island mountain” and two-thirds of the rock is buried 5 km underground.

Study the map of Australia below and answer the questions that follow.

Australia


Indian Ocean

Alice Springs

Sydney


Canberra

Indian Ocean



B

3 000 events are held in this building every year, with guided tours for more than 200 000 tourists.



A

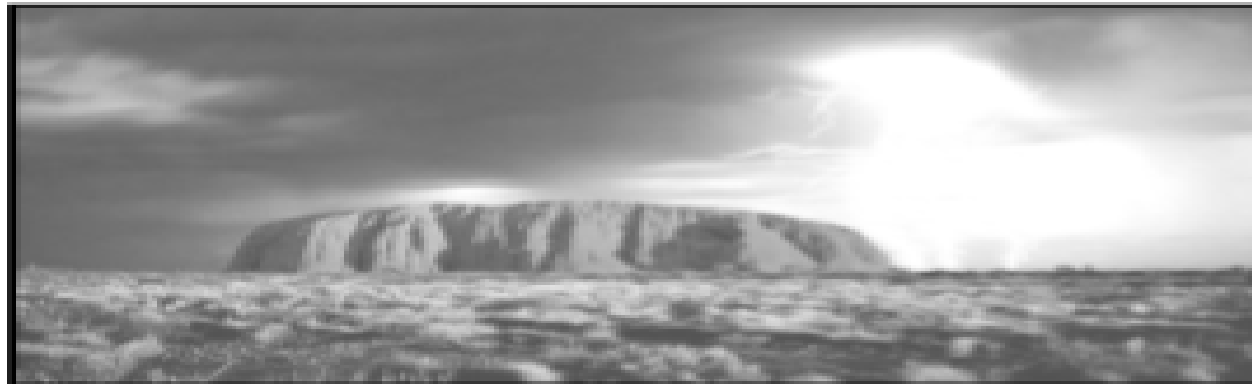
A monolith (solid) rock in the desert visited by over 190 000 people per year. It is 348 m high, 3,6 km long, 2 km wide and 2,5 km below the ground.

4.2.1 Refer to the map and identify icons **A** and **B**. (4)

4.2.2 Refer to the visitor statistics on the map and give ONE reason why the monolith rock receives fewer tourists than the other icon. (2)

Study the information below and answer the questions that follow.

THE AUSTRALIAN CHALLENGE



The Australians see this site as a celebrated icon and take pride in its natural beauty. To the Aborigines (indigenous people) it is a sacred site, supporting them financially and spiritually.

However, there is an issue of contention (conflict) between the Aborigines and other Australians over the use of the icon and the land surrounding it. The main reason is over permission being granted to climb this ancient sacred site. The Aborigines have requested visitors not to climb the sacred site; but this request has been ignored in favour of profits and the desire to reach the top of this magnificent icon.

Climbing has eroded (worn away) part of the rock. The lack of bins and proper regulations means tourists do whatever they like during the climb. In 2017 an average of 400 000 tourists visited the national park, exceeding the targeted number of 300 000 per year. Aborigines say they do not benefit from tourism. The resort located near the icon, employs just one Aborigine out of a staff of 670 people.

[Adapted from www.cnn.com]

- .1 Identify the icon in this article. (1)
- .2 Name ONE other icon located in Australia. (1)
- .3 Do you think the icon named in QUESTION 4.2.1 is a successful tourist attraction?

Give ONE reason for your answer. (2)
- .4 (a) Give TWO reasons why the Aborigines are unhappy with the current situation regarding this icon. (4)

(b) Recommend ONE way in which the Australian authorities can address EACH of the reasons given in QUESTION 4.2.4(a). (4)

BRAZIL & PERU



THE STATUE OF CHRIST THE REDEEMER



NAME OF CITY/TOWN/ AREA

- City: Rio de Janeiro

WHY IS THIS AN ICON?

With its outstretched arms overlooking the city of Rio de Janeiro it is one of the most famous statues in the world

And is known not only for its dramatic location and size, but also as a symbol of Christianity and peace.

Also known as the Corcovado

MACHU PICCHU * (CUZCU)



**NAME OF CITY/TOWN/
AREA**

- City: Peru

WHY IS THIS AN ICON?

Machu Picchu, an ancient Inca city in the Andes Mountain in Peru, is one of the most important and mysterious archaeological sites in the world.

It is also known as The Lost City of the Incas.

MACHU PICCHU

One million visitors made the trip to Machu Picchu in 2011 for the 100th anniversary of its 'discovery' by researcher Hiram Bingham. Authorities raised concerns about the site's preservation and therefore limited visitor numbers to 2 500 a day or 912 500 per year.

[Adapted from www.travelandleisure.com]

- 4.2.1 Give TWO reasons why cultural tourists will visit Machu Picchu. (4)
- 4.2.2 Give ONE reason why the authorities of Machu Picchu are limiting visitor numbers. (2)

Read the article below and answer the questions that follow.

FINDERS KEEPERS?

Five thousand artefacts* excavated (taken from the ground) at Machu Picchu many years ago, have been kept at Yale University's museum in the USA. This was because when it was first discovered, Yale University bought the ownership rights of the artefacts from the Peruvian government in the 1900s.

Peruvian academics at the time were so intrigued (fascinated) by their ancient culture and heritage that they were opposed (against) to seeing the artefacts leave the country. Some Peruvians thought it was an insult for them to have to go to North America to study what was once in Peru and part of the history of their ancestors.

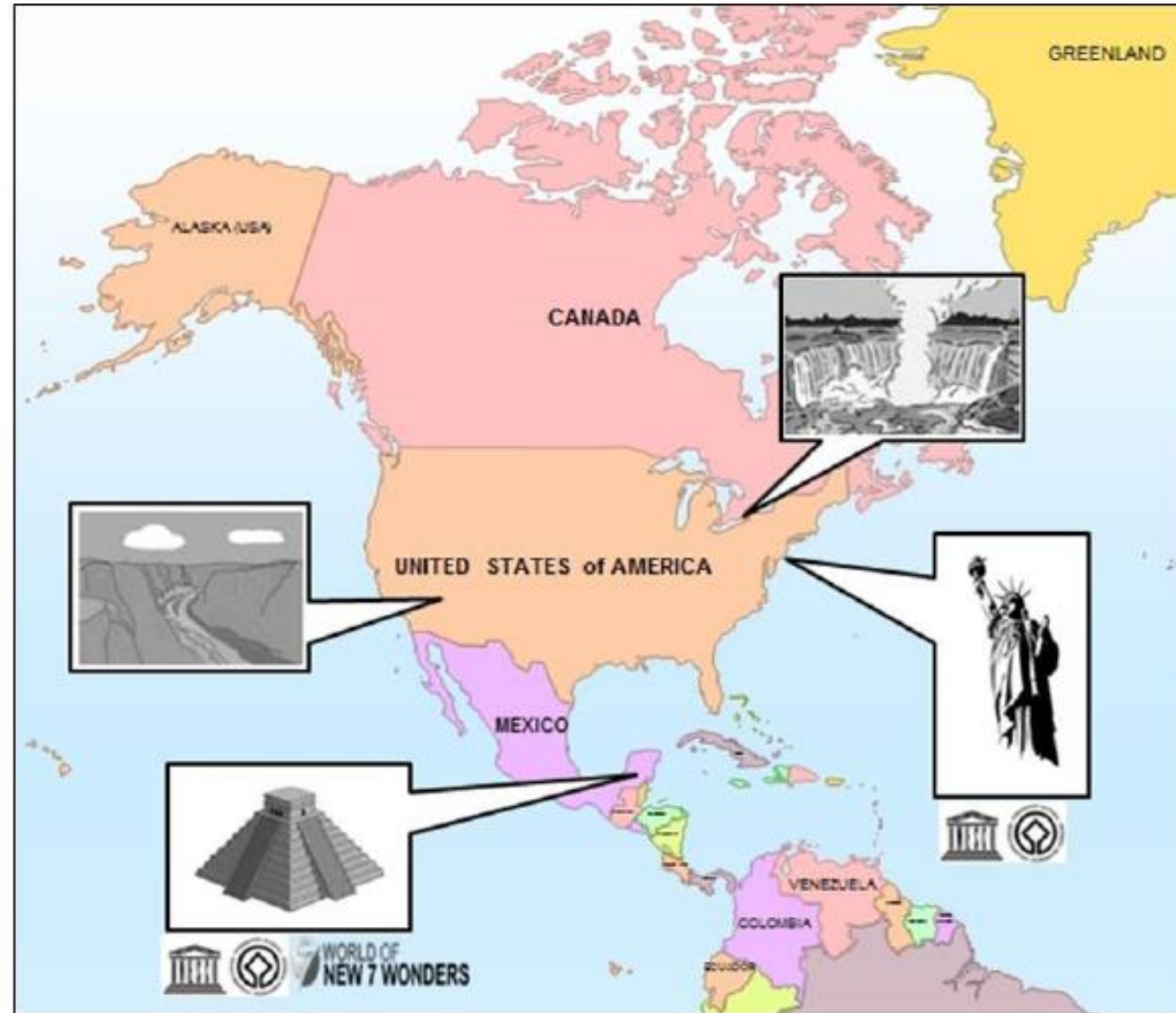
Several years ago, negotiations began between Yale University and the Peruvian government to return some of the artefacts to the newly restored museum at Machu Picchu. Yale, however, is reluctant (hesitant) to return some of the artefacts, claiming they have legal ownership of the artefacts. Peru has threatened a lawsuit against Yale if an agreement is not reached. As yet no agreement has been reached and the battle to have the artefacts returned to its rightful owners is ongoing.

**Cultural objects of significance (importance)*

[Adapted from www.kimmacquarrie.com/peru-yale]

- .1 Name the ancient cultural group associated with Machu Picchu. (1)
- .2 Name the continent where Machu Picchu is located. (1)
- .3 Explain why this icon was built. (2)
- .4 This icon was discovered high up in the Peruvian mountains.
Discuss ONE reason why this cultural group would have chosen to live so high up in the mountains. (2)
- .5 Identify TWO ways in the article in which the Peruvian government is trying to revive the importance of this icon. (4)
- .6 In a paragraph, explain the disagreement surrounding the artefacts of Machu Picchu.
Your paragraph should focus on the following:
• A discussion on the disagreement between Yale and Peru surrounding the icon. (2 x 2)
• ONE argument in favour of Peru's point of view. (2)
- NOTE:** ONE mark will be awarded for paragraph format containing complete, well-constructed sentences without bullets or numbers. (1) (7)

CANADA, UNITED STATES OF AMERICA & MEXICO



NIAGARA FALLS



NAME OF CITY/TOWN/ AREA:

Cities:

Niagara Falls, Ontario (Canada)

And Niagara Falls, New York (USA)

WHY IS THIS AN ICON?

The Niagara Falls is the most famous waterfall in the world.

It is one of the biggest and most powerful and receives more visitors than any other waterfall.

THE STATUE OF LIBERTY



NAME OF CITY/TOWN/ AREA:

City: New York

WHY IS THIS AN ICON?

The Statue of Liberty was a gift from France to the USA.

It has become one of the most recognisable landmarks in the world and a universal symbol of freedom because it stands in New York Harbour which is where all immigrants to the United States used to arrive by boat.

THE GRAND CANYON



OF CITY/TOWN/ AREA

State: Arizona

WHY IS THIS AN ICON?

The Grand Canyon is one of the largest gorges in the world.

With its overwhelming size and magnificent landscape, it is one of the most spectacular natural wonders and best examples of erosion in the world.

CHICHEN ITZA



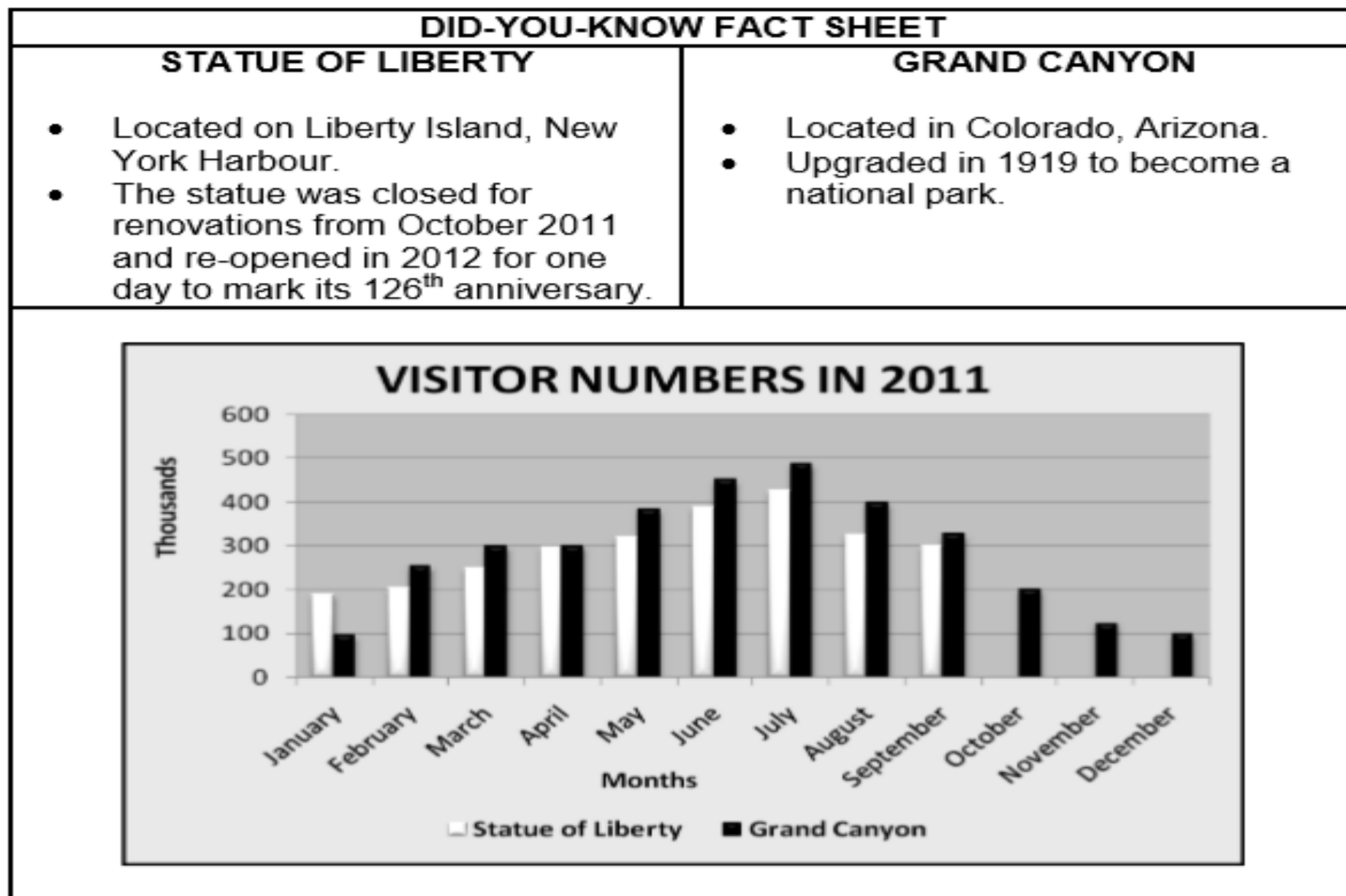
NAME OF CITY/TOWN/ AREA:
Region: Yucatán-skiereiland

WHY IS THIS AN ICON?

Chichen Itza is the ruined remains of a large, ancient Mayan city.

It is one of the best-preserved archaeological sites of the ancient Mayan civilization.

Study the fact sheet and bar graph below and answer the questions that follow.



1 The Grand Canyon attracts millions of tourists annually.

Give TWO reasons why the Grand Canyon is so popular. (4)

2 From the above graph, a decline is noted in the number of visitors to the Statue of Liberty in 2011.

Refer to the fact sheet and give ONE reason for this decline. (2)

Read the report below and answer the questions that follow.

NIAGARA FALLS

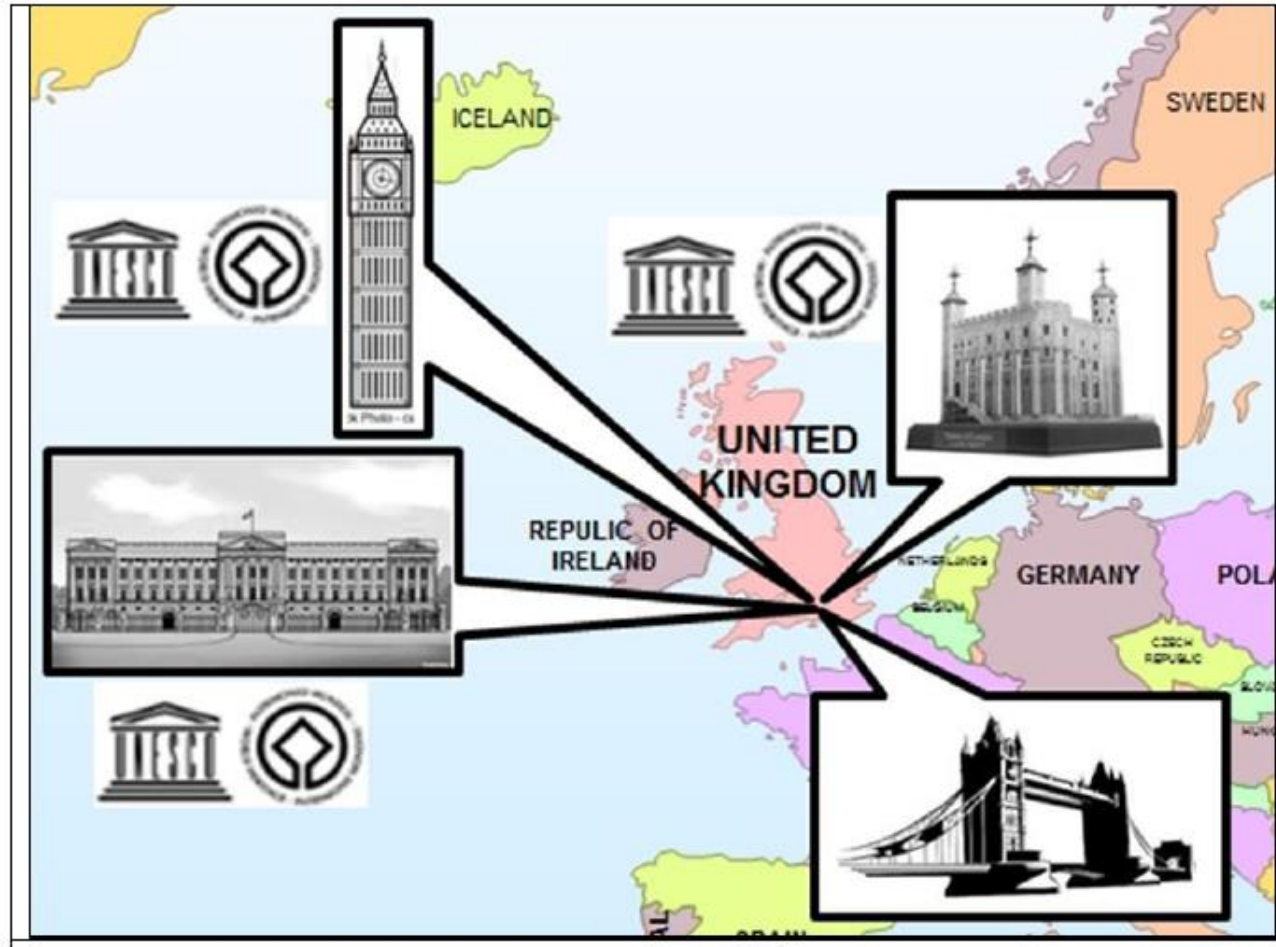
Visitors from all over the world visit the Niagara Falls. The main contributors to the economy around the Niagara Falls are Canadians from Ontario, as well as tourists from the USA. Very little income is generated from other areas in Canada and the rest of the world.

A large percentage of day visitors and overnight visitors come from the United States of America and remains constant (same) throughout the year.

[www.research.tourism.gov.on.ca]

- 4.3.1 Name ONE unique feature about the location of this icon. (2)
- 4.3.2 Explain ONE way in which the province of Ontario benefits from cross-border visits to this icon. (2)
- 4.3.3 Discuss whether seasonality would have an impact on the occupancy rate (bed nights) of accommodation establishments in Ontario, Canada. (2)

UNITED KINGDOM



BIG BEN



WHY IS THIS AN ICON?

Popularly referred to as Big Ben, the Elizabeth Tower of the Palace of Westminster is recognised worldwide as a symbol of the city of London and the United Kingdom.

NAME OF CITY/TOWN/ AREA:

City: Londen

BUCKINGHAM PALACE



NAME OF CITY/TOWN/ AREA:

City: Londen

WHY IS THIS AN ICON?

Buckingham Palace is the official residence and administrative headquarters of the British monarch. It is a major tourist attraction in London.

TOWER OF LONDON



NAME OF CITY/TOWN/ AREA:

City: Londen

WHY IS THIS AN ICON?

The Tower of London is an ancient fortress palace complex and one of the oldest buildings in London.

It is a symbol of royal power dating back to the 11th century.

TOWER BRIDGE



NAME OF CITY/TOWN/ AREA:

City: Londen

WHY IS THIS AN ICON?

London's Tower Bridge is one of the most recognizable bridges in the world. Tower Bridge (built 1886–1894) is a combined bascule and suspension bridge in London which crosses the River Thames.

It is close to the Tower of London, from which it takes its name, and has become an iconic symbol of London.

Study the information below and answer the questions that follow.

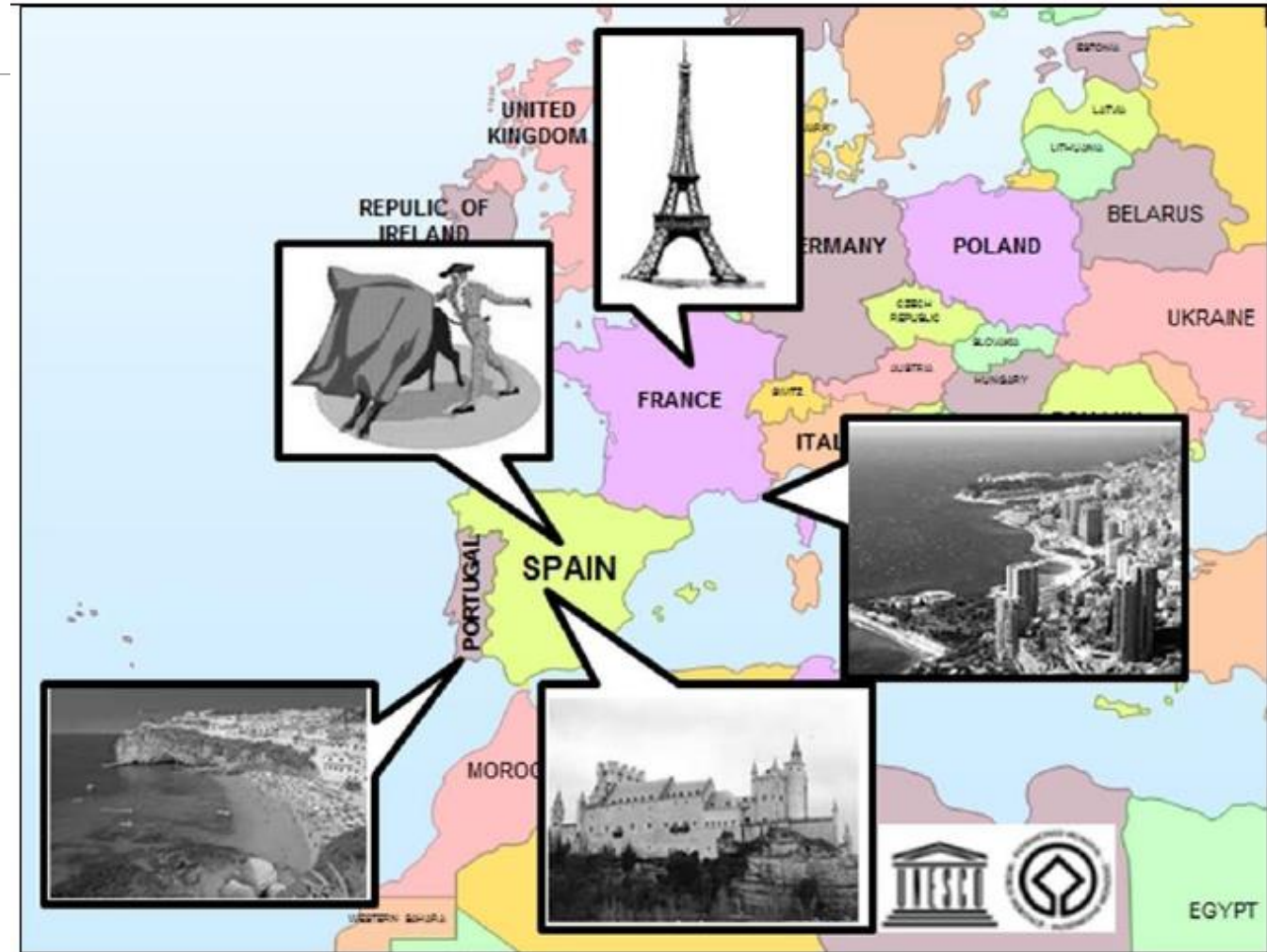
- 4.1 Mr Bean is on a treasure hunt to find the icons and attractions in London. Help him to find his way to the icons and attractions in London using the treasure map below.



[Adapted from www.pintinterest.com]

- 4.1.1 Give the name of the country where the treasure hunt takes place. (1)
- 4.1.2 Mr Bean is using public transport for the treasure hunt.
Identify, on the map, the mode of public transport he can use. (2)
- 4.1.3 Identify the THREE international icons (**1**, **2** and **3**) that Mr Bean needs to find during the treasure hunt. (3)
- 4.1.4 (a) Identify the military activity **4** that Mr Bean will watch when visiting icon **3**. (2)
- (b) Describe the military activity in QUESTION 4.1.4(a). (2)
- (c) State what icon **3** is mainly used for. (2)
- 4.1.5 Mr Bean's final clue is to locate the Crown Jewels.
Name the icon where he will find this treasure. (1)

PORTUGAL, SPAIN & FRANCE



THE ALGARVE



NAME OF CITY/TOWN/ AREA:

City: Faro

WHY IS THIS AN ICON?

The Algarve is Portugal's most popular tourist region and one of Europe's favourite holiday destinations.

This region is renowned for the natural beauty of its dramatic coastline, sunny weather, excellent beaches, opportunities for outdoor activities and great food.

BULLFIGHTS



WHY IS THIS AN ICON?

The practice of bullfighting, in which a bullfighter in a public display provokes and then kills a bull with a sword, is universally associated with Spain's history and culture.

NAME OF CITY/TOWN/ AREA:

Cities: Madrid, Seville and Pamplona

ALCÁZAR OF SEGOVIA



NAME OF CITY/TOWN/ AREA:

City: Segovia

WHY IS THIS AN ICON?

The Alcázar of Segovia is the most recognisable fortress castle in Spain. It is built on top of a huge rocky hill and shaped like the bow of a ship.

This fortress dates back centuries and is one of the most visited monuments in Spain.

THE EIFFEL TOWER



NAME OF CITY/TOWN/ AREA:

City: Parys

WHY IS THIS AN ICON?

The Eiffel Tower is the world's most famous tower and a symbol of Paris. It is the tallest structure in Paris and the most-visited tourist attraction in the world that charges an admission fee.

THE FRENCH RIVIERA



NAME OF CITY/TOWN/ AREA:




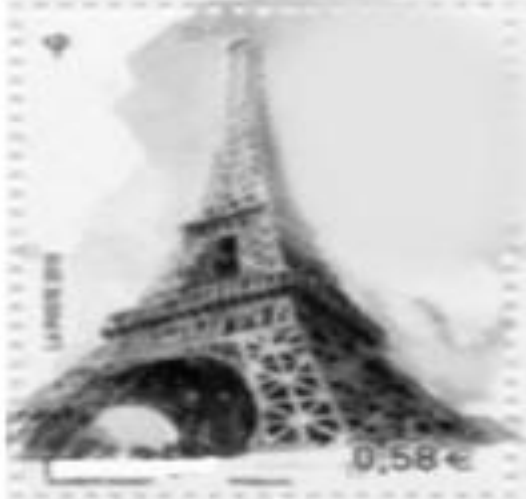
City: Nice

WHY IS THIS AN ICON?

The French Riviera or Côte d'Azur is one of the most famous and luxurious coastal resort areas in the world. It lies on the Mediterranean coast of south-eastern France on the border with Italy.

Grant and Amy have just returned from a world tour. Below are the postage stamps of the countries they had visited.

Study the information below and answer the questions that follow.

POSTAGE STAMPS FROM GRANT AND AMY'S ADVENTURES	
A	B
	
C	D
	

Identify the icons **A - D** and the countries visited by the couple during their holiday.

Write down only the name of the icon and the country next to the letters **(A – D)** in the ANSWER BOOK. (8)

(a) State ONE characteristic that makes icon **B** world-famous. (2)

The couple was informed that when visiting icon **D**, they could also visit another attraction in this country.

(a) Name the attraction commonly known as the playground for the rich and famous. (2)

(b) Name ONE popular water-based activity that they can participate in at the attraction in QUESTION 4.1.3(a). (2)

Study the picture below and answer the questions that follow.

THE BRAVEST OF THE BRAVE



[Source: www.printablecolouringpages.co.uk]

4.3.1 Name the European country most famous for bullfights as illustrated in the picture above.

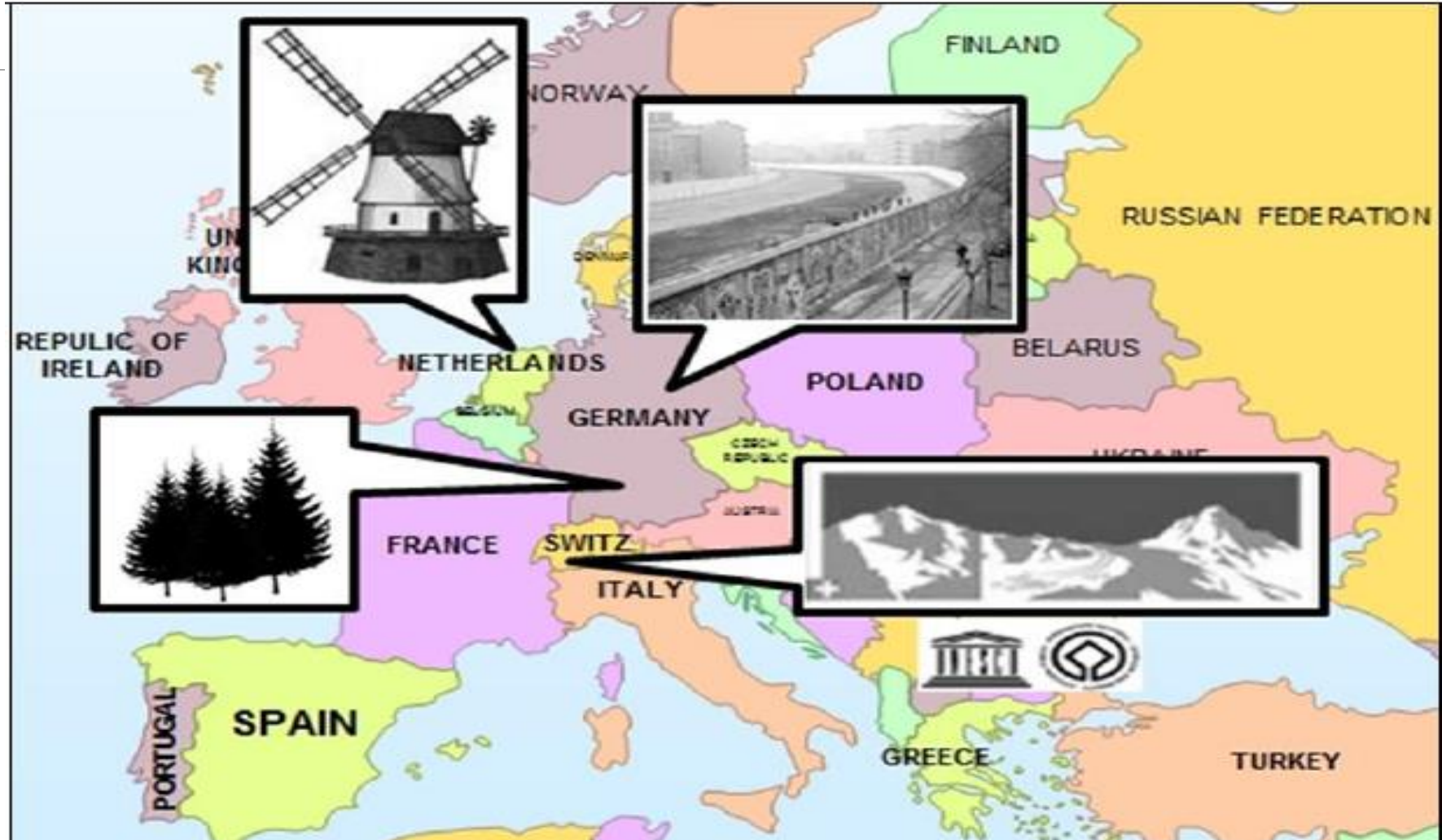
(1)

4.3.2 Many tourists enjoy watching bullfighting, whilst others are opposed to this activity.

In a paragraph, give TWO arguments in favour of OR TWO arguments against this activity for tourists' entertainment.

(4)

NETHERLANDS, GERMANY & SWITZERLAND



WINDMILLS



NAME OF CITY/TOWN/ AREA:

Area: All over the Netherlands

WHY IS THIS AN ICON?

Windmills are one of the main symbols associated with the Netherlands. Not only are they characteristic of the Dutch landscape, they are also a symbol of the Dutch struggle against water.

BERLIN WALL



NAME OF CITY/TOWN/AREA:

City: Berlin

WHY IS THIS AN ICON?

Built in 1961, the Berlin Wall was a concrete wall separating West Berlin from East Berlin in East Germany. It symbolised the division between democracy and communism during the Cold War.

BLACK FOREST



NAME OF CITY/TOWN/AREA:

State: Baden-Württemberg

WHY IS THIS AN ICON?

The Black Forest is known for its beautiful scenery consisting of mountains covered with pine and fir trees, valleys, lakes, mineral springs and picturesque villages.

THE SWISS ALPS JUNGFRAU-ALETSCHE



NAME OF CITY/TOWN/ AREA:

Area: Cantons of Berne and Valais

WHY IS THIS AN ICON?

The Swiss Alps Jungfrau-Aletsch is a protected area in south-western Switzerland. This beautiful region has high mountain peaks that are permanently covered in snow, glaciers and valleys.

Study the icons below and answer the questions that follow.



- 4.1.1 Identify icon **A**. (2)
- 4.1.2 Icon **A** was given to the United States as a gift.
Name the country that gave this icon to the United States. (2)
- 4.1.3 Give ONE reason why this gift was given to the United States. (2)
- 4.1.4 Name the countries where icons **B** and **C** are located. (4)
- 4.1.5 Icons **B** and **C** were both originally built for a particular purpose.
Give ONE reason why the following icons were built:
- (a) Icon **B** (2)
- (b) Icon **C** (2)

Read the extract below and answer the questions that follow.

THE BLACK FOREST

The Black Forest region is not very big, about 150 km long and 50 km wide. It has amazing scenery. Small towns and villages and local traditions can be explored by car in just a few days.

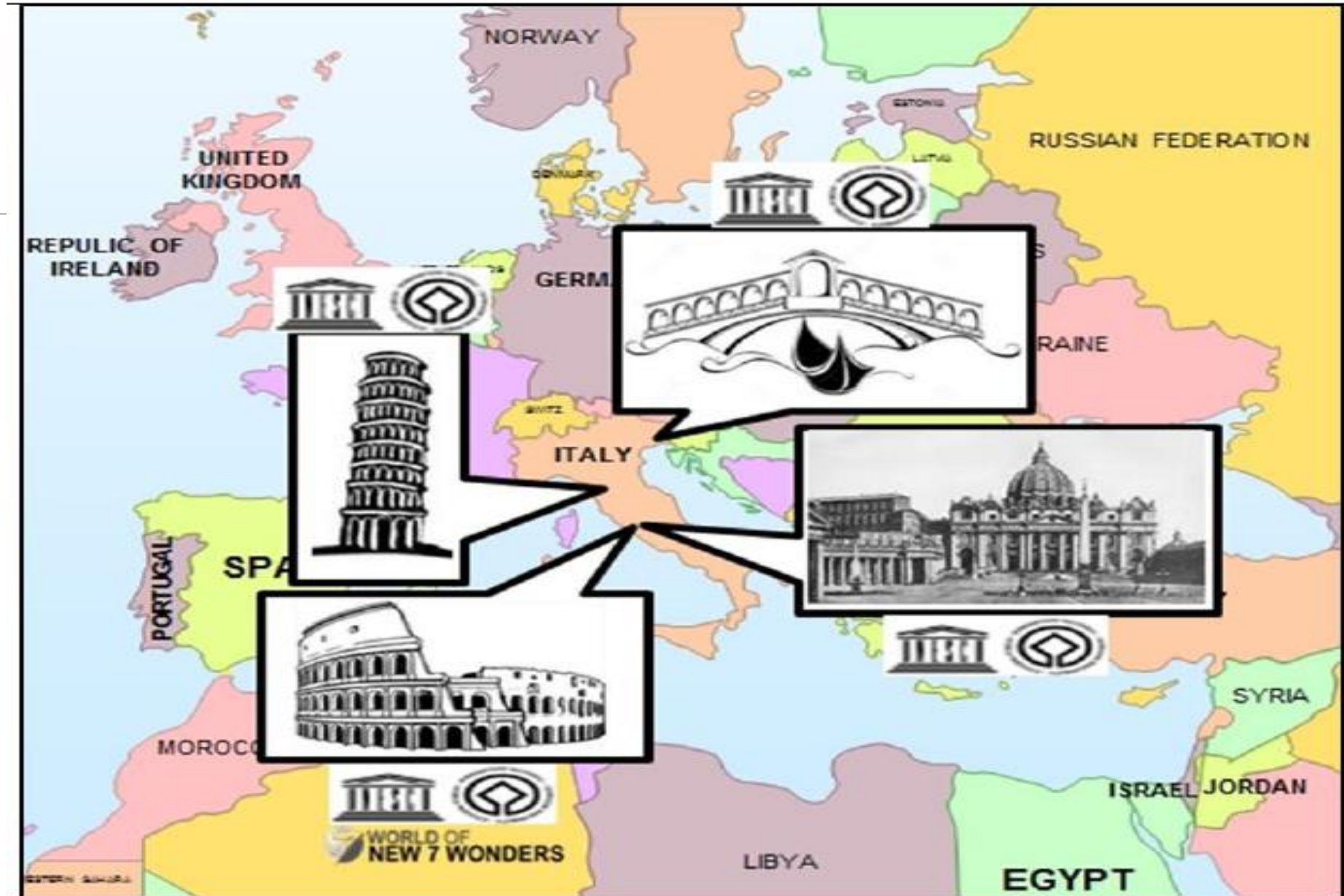
The Black Forest region is known for cuckoo clocks, cherry cakes, farmhouses, rolling hills of dark evergreen forests and deep valleys.

The area's first commercial industry was timber and wood production. In the winter months the farmers turned to woodwork. And thus the famous cuckoo-clock industry and the manufacturing of musical instruments developed. These industries still provide jobs, but income is now mainly generated through tourism. The tourism industry is an all-year-round industry due to tourists visiting ski resorts and spa facilities.

[Adapted from www.roughguides.com]

- 4.2.1 (a) Name the continent where the famous Black Forest is located. (2)
- (b) Explain how the Black Forest got its name. (2)
- 4.2.2 Identify TWO activities in the extract above that tourists can engage in when they visit the Black Forest during winter. (4)
- 4.2.3 Explain THREE ways in which the activities identified in QUESTION 4.2.2 may impact positively on the tourism industry in the Black Forest. (6)

ITALY



COLOSSEUM



NAME OF CITY/TOWN/ AREA:

City: Rome

WHY IS THIS AN ICON?

The Colosseum is the largest amphitheatre constructed during the Roman Empire and is regarded as the greatest example of Roman engineering and architecture. It is nearly 2 000 years old.

VATICAN CITY



WHY IS THIS AN ICON?

Vatican City, also known as the Vatican, is the world's smallest independent city state, the seat of the Roman Catholic Church and is ruled by its head, the pope.

NAME OF CITY/TOWN/ AREA:

City: Rome

LEANING TOWER OF PISA (PIAZZA DEL DUOMO)



NAME OF CITY/TOWN/ AREA:

City: Pisa

WHY IS THIS AN ICON?

Because of its beauty and the fact that it has tilted, this freestanding bell tower or campanile, known as the Leaning Tower of Pisa, is one of the most recognisable structures in the world.

VENICE



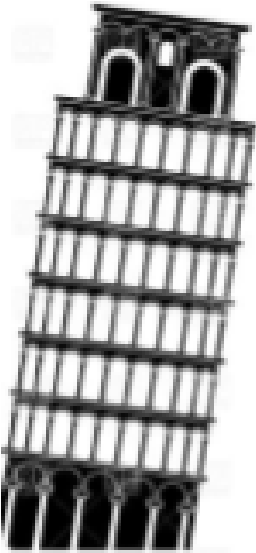
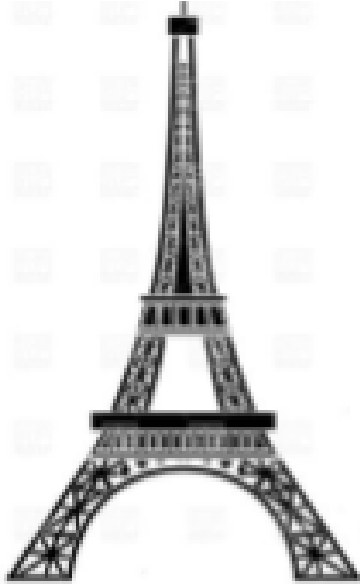
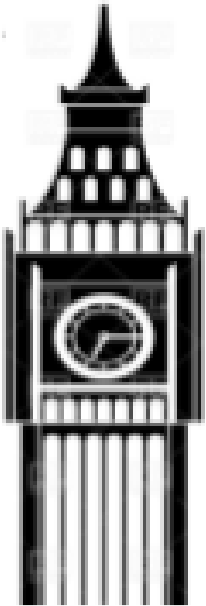
NAME OF CITY/TOWN/ AREA:

City: Venesië

WHY IS THIS AN ICON?

Venice, a city built on 118 small islands linked by canals and bridges is one of the most beautiful cities in the world and famous for its architecture and art.

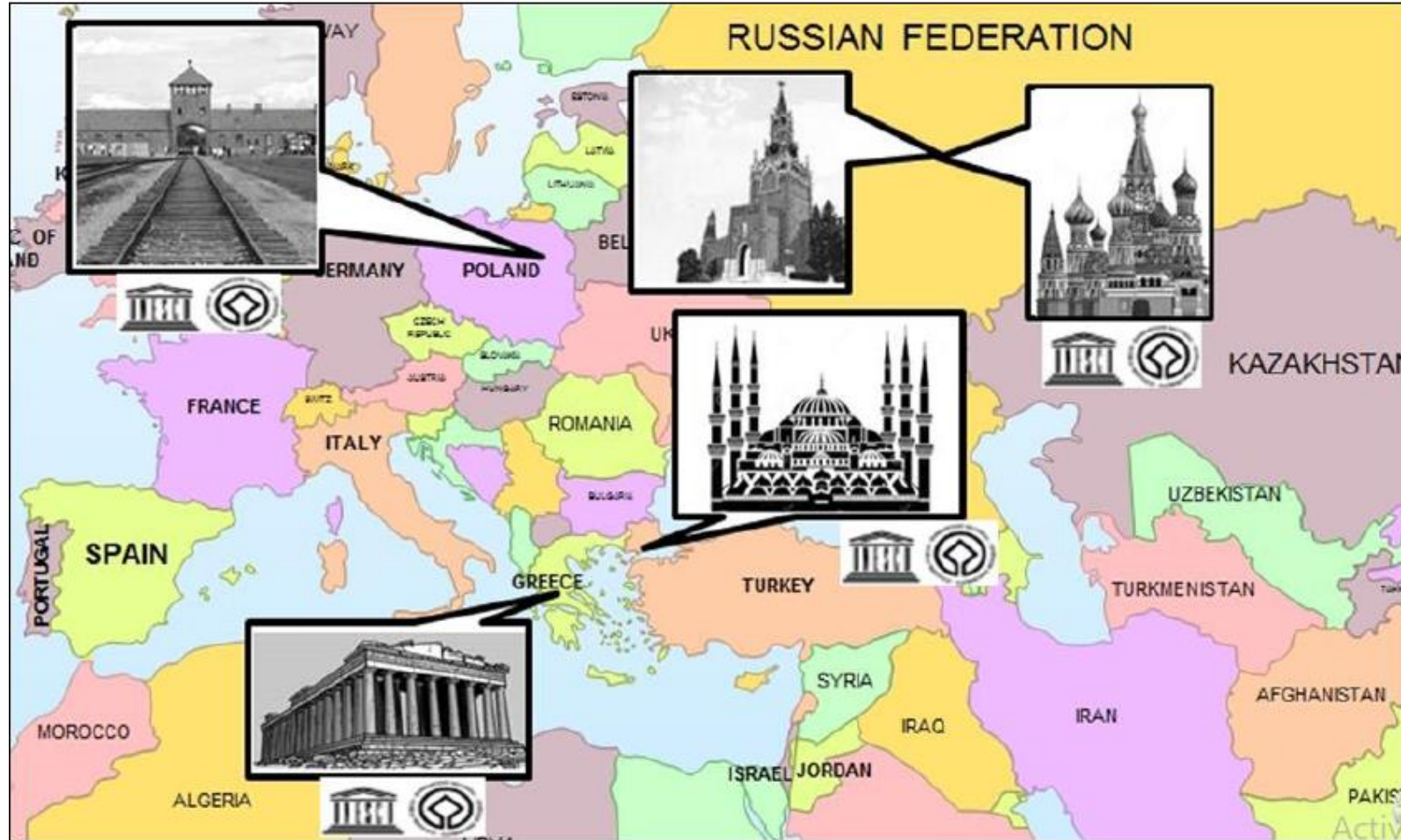
Study the information in the table below and answer the questions that follow.

THE POWER OF A TOWER		
Famous towers in the world attract many tourists annually.		
TOWER A	TOWER B	TOWER C
		

[Adapted from www.coloribus.com]

- .1 Identify the countries where towers **A** and **B** are located. (2)
- .2 (a) Referring to the above picture, identify the most unusual structural feature of tower **A**. (2)
(b) Suggest ONE environmental aspect that has led to this unusual feature. (2)
- .3 Give ONE reason why tourists would pay to use the lifts to go up tower **B**. (2)
- .4 Explain ONE way in which tower **B** makes provision for physically challenged tourists. (2)
- .5 Name tower **C**. (2)

POLAND, RUSSIA, TURKEY & GREECE



AUSCHWITZ



NAME OF CITY/TOWN/ AREA:

City: Auschwitz

WHY IS THIS AN ICON?

Auschwitz was Nazi Germany's largest concentration camp, forced labour and extermination camp complex in Europe from 1940 to 1945. Today it serves as a symbol of the Holocaust and humanity's cruelty to its fellow humans during World War II.

THE KREMLIN



NAME OF CITY/TOWN/AREA:

City: Moscow

WHY IS THIS AN ICON?

The Kremlin is a fortified complex of buildings in the city of Moscow. The monumental walls, towers, cathedrals and palaces that make up the Kremlin form a living museum of Russian history, culture and architecture. It is also a symbol of the Russian state.

THE RED SQUARE



NAME OF CITY/TOWN/ AREA:

City: Moscow

WHY IS THIS AN ICON?

The Red Square in the centre of Moscow, Russia is a large public square surrounded by significant buildings. It has been the site of many historical events since the 15th century and is considered to be the most famous tourist attraction in Moscow.

THE BLUE MOSQUE



NAME OF CITY/TOWN/ AREA:

City: Istanbul

WHY IS THIS AN ICON?

The Blue Mosque in Istanbul, Turkey, with its cascading domes, decorated with ceramic blue tiles on the inside, its courtyards and six minarets, is considered one of the most beautiful mosques in the world.

THE PARTHENON



NAME OF CITY/TOWN/ AREA:

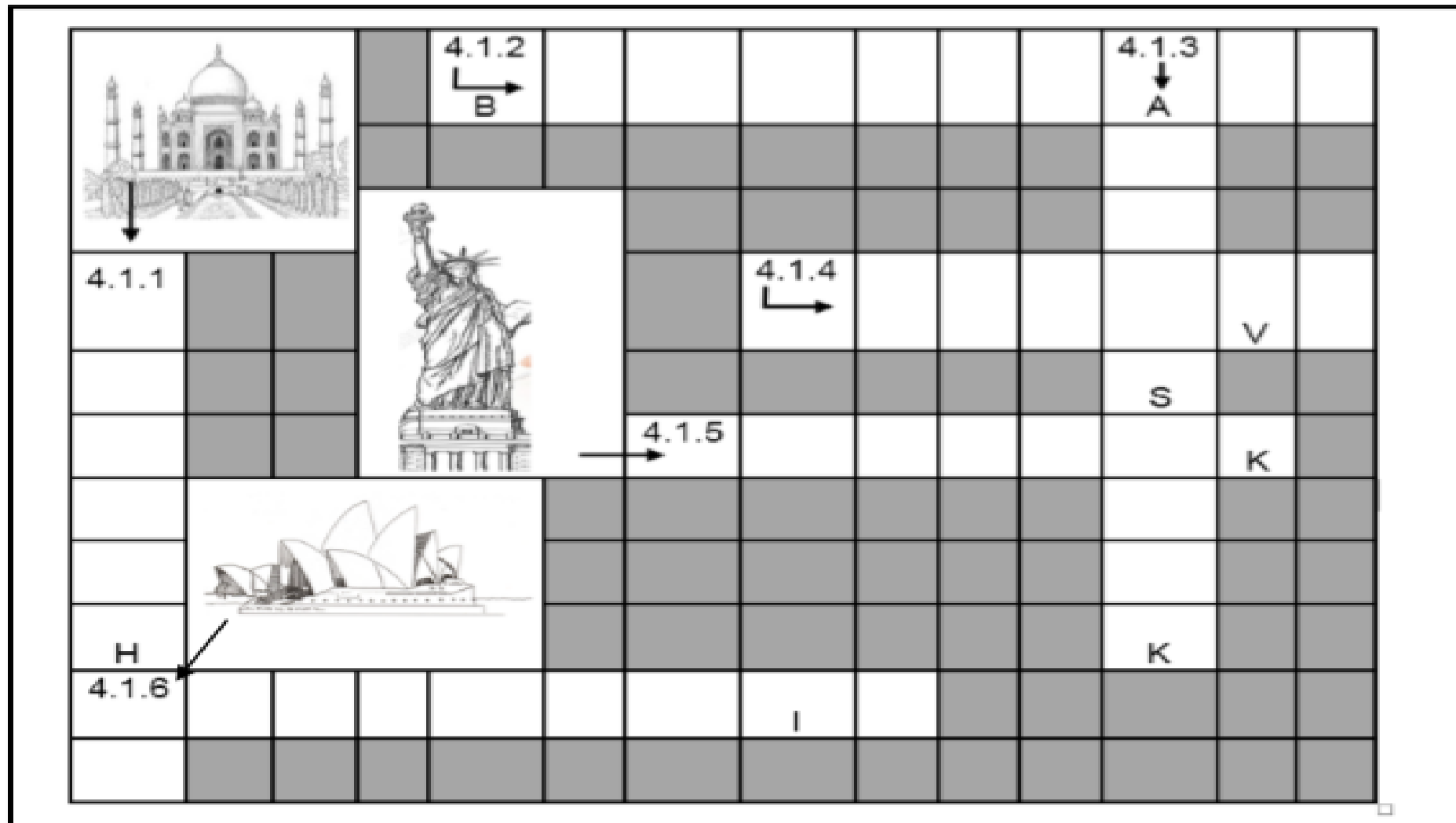
City: Athens

WHY IS THIS AN ICON?

The Parthenon is the remains of a 2 500-year-old temple located on the Acropolis, a hill overlooking the city of Athens, Greece. It is a symbol of ancient Greek civilisation and its most famous surviving building.

Refer to the clues below and complete the crossword puzzle.

Write only the answer next to the question numbers (4.1.1 to 4.1.6) in the ANSWER BOOK, for example 4.1.7 Eiffel Tower.





CLUES

DOWN	ACROSS
4.1.1 Built in memory of the sultan's wife	4.1.2 The structure demolished (broken down) to symbolise the fall of communism
4.1.3 Tourist attraction also called Uluru	4.1.4 Icon in Portugal
	4.1.5 City where this statue is located
	4.1.6 Country where this multi-art centre is located

(6 x 1)

(6)

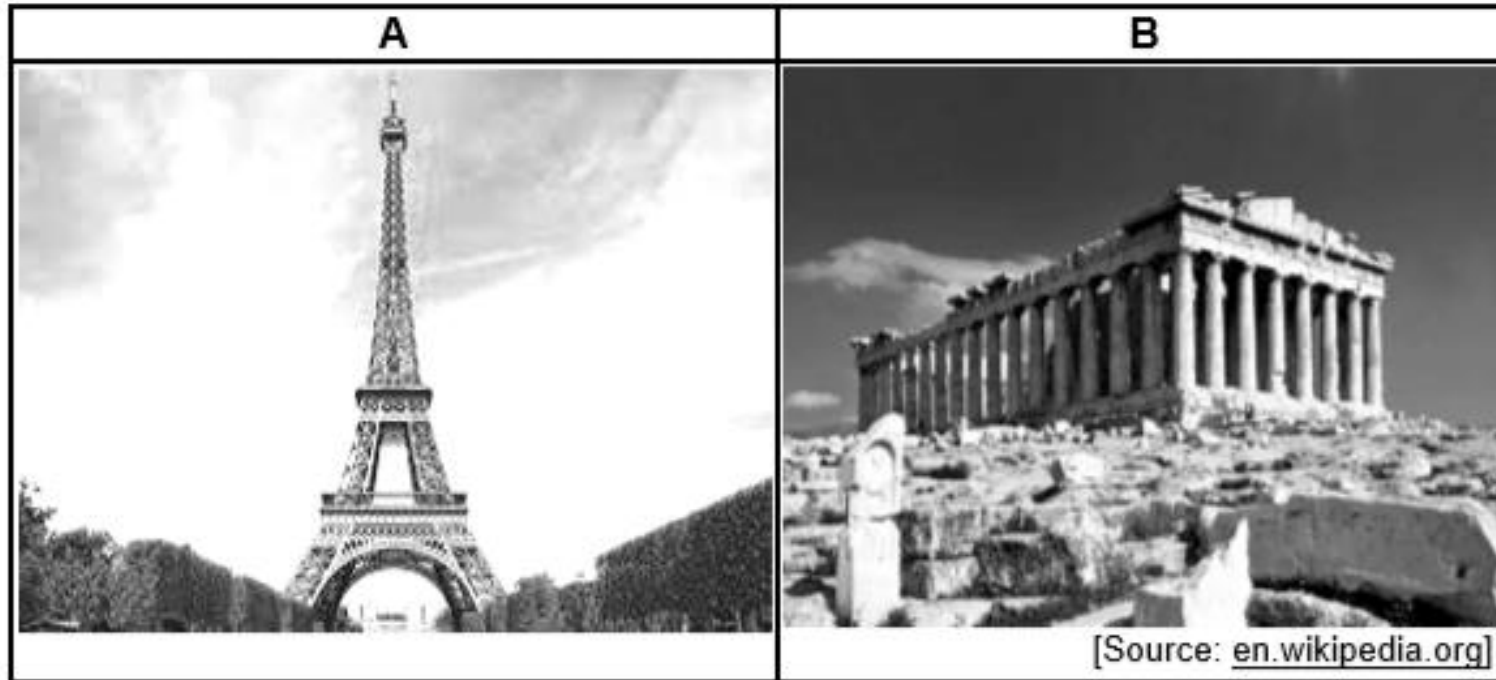
Compare the two extracts on historical icons below taken from a travel website and answer the questions that follow.

PARTHENON	COLOSSEUM
770 000 tourists per year	Four million tourists per year
	
The Parthenon is an ancient Greek temple. The sculptures and the temple have been damaged by acid rain and car pollutants.	The Colosseum is one of the finest surviving examples of Roman architecture. However, it has been severely damaged by earthquakes and stone robbers.

[Adapted from www.newworldencyclopedia.org]

- 4.2.1 Name ONE similarity between the two icons in terms of their location. (2)
- 4.2.2 Refer to the description of the Parthenon and state TWO ways in which human activities have led to the destruction of this icon. (4)
- 4.2.3 Suggest ONE measure to reduce the impact of four million visitors per year to the Colosseum. (2)

Refer to the icons below and answer the questions that follow.



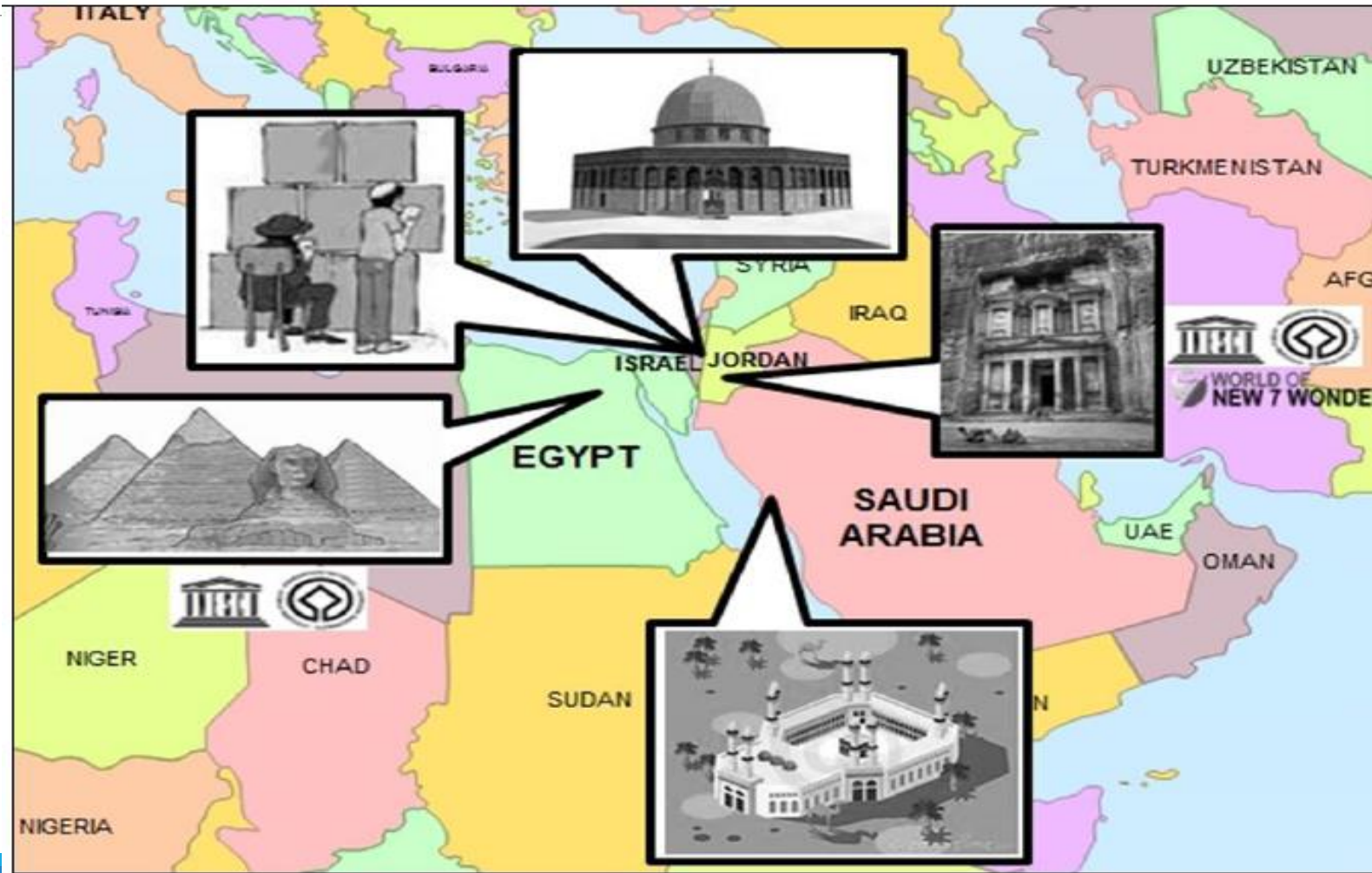
4.1.1 Kelly and Mavis recently graduated in architecture. They are keen to visit icon **A** and icon **B**.

(a) Identify icon **A** and icon **B**. (2)

(b) Name the cities where icon **A** and icon **B** are located. (2)

4.1.2 Describe ONE architectural feature of icon **A** and ONE architectural feature of icon **B**. (2 x 2) (4)

EGYPT, ISRAEL, JORDAN & SAUDI ARABIA



THE GREAT PYRAMIDS OF GIZA



NAME OF CITY/TOWN/ AREA:

City: Giza

WHY IS THIS AN ICON?

The Pyramids of Giza were constructed over 4 500 years ago as massive tombs for the Egyptian pharaohs.

The pyramids are symbols of Egypt's history and culture. They serve as evidence of the ancient Egyptians' technical advancement.

THE SPHINX



NAME OF CITY/TOWN/ AREA:

City: Giza

WHY IS THIS AN ICON?

The Sphinx is a huge statue of a creature with the body of a lion and the head of a human.

It is carved out of a single block of limestone and is one of the largest and most recognisable statues in the world, and a symbol of Egypt.

THE WAILING WALL



WHY IS THIS AN ICON?

The Wailing Wall, located on the west of the Temple Mount in the old city of Jerusalem, is the holiest Jewish site in the world.

NAME OF CITY/TOWN/ AREA:

City: Jerusalem

THE DOME OF THE ROCK



NAME OF CITY/TOWN/ AREA:

City: Jerusalem

WHY IS THIS AN ICON?

The Dome of the Rock is an Islamic shrine built on a sacred rock.

It is the third most holy site in the world for Muslims after Mecca and Medina.

The Prophet Muhammad, the founder of Islam, is believed to have ascended to heaven from this site.

PETRA



NAME OF CITY/TOWN/AREA:

City: Wadi Musa

WHY IS THIS AN ICON?

This desert city, hidden in a narrow valley between by mountains, has been carved from solid rock, making it one of the most spectacular ancient cities in the world.

Petra, which means “rock” in Greek, was constructed around 100 BC as the capital city of the Nabateans, an Arab tribe.

MECCA



NAME OF CITY/TOWN/ AREA:

City: Mecca

WHY IS THIS AN ICON?

Mecca, the most sacred city of the Islam faith, is the spiritual centre of all Muslims.

It is the birthplace of the Prophet Muhammad, the founder of the Islamic faith, and the focal point of Muslim pilgrimage.

Read the information on the icon Petra and answer the questions that follow.

DID YOU KNOW???

- Petra is referred to as The Lost City.
- It is one of the Seven Wonders of the World.
- *Indiana Jones and the Holy Grail* was filmed in Petra.
- *The Transformers: Revenge of the Fallen* was filmed in Petra.
- At least 11 other films were filmed at Petra.

**INDIANA JONES AND
THE HOLY GRAIL**



**ONE OF THE SEVEN
WONDERS OF THE WORLD**



**TRANSFORMERS:
REVENGE OF THE FALLEN**



RESPONSIBLE TOURISM GUIDELINES AT PETRA			
 <p>Please do not purchase any antiques, be they rocks or coins</p>	 <p>Protect and respect the heritage site</p>	 <p>Please do not walk on the monuments</p>	 <p>Dispose of any litter</p>

ENTRANCE FEES FOR VISITORS STAYING FOR AT LEAST ONE NIGHT	
ENTRANCE TICKET	PRICE
One day	50(JD)
Two days	55(JD)
Three days	60(JD)
JD – Jordanian dinar	

VISITOR NUMBERS TO PETRA	
YEAR	NUMBER OF VISITORS
2013	574 729
2014	551 491
2015	410 371
2016	464 154

[Adapted from www.nationalgeographic.com]

4.3.1 Name the country where the icon Petra is located. (1)

4.3.2 Give ONE reason why Petra is referred to as The Lost City. (2)

4.3.3 You are writing a blog (electronic article done on the internet) for a travel company.

Discuss the success of Petra as a tourist attraction.
Include the following in your blog.

- ONE trend regarding the visitor numbers to Petra (2)
- ONE characteristic of Petra (2)
- ONE positive impact of Petra being a popular place for filming (2)
- ONE threat to Petra (1)
- TWO ways in which the threat identified above is dealt with by the authorities in the country (2 x 2) (4)

Refer to the icons below and answer the questions that follow.

VISITS TO RELIGIOUS SITES

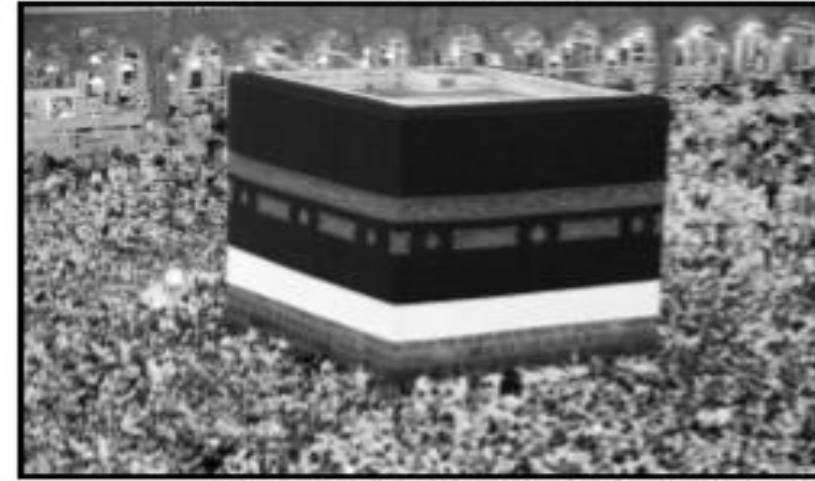
A specialised niche market exists for religious tourists

A. The Wailing Wall



[Source: www.travelimages.com]

B. Mecca



[Source: www.alzahracentre.org]

C. Vatican City



[Source: www.vatican.fm]

Copy the table below into the ANSWER BOOK and complete it as indicated.

Example:

Icon	Country	City	ONE reason why it is regarded as a religious icon
X	Brazil	Rio de Janeiro	Statue of Christ that has religious significance for Christians all over the world.

4.1.1

4.1.2

4.1.3

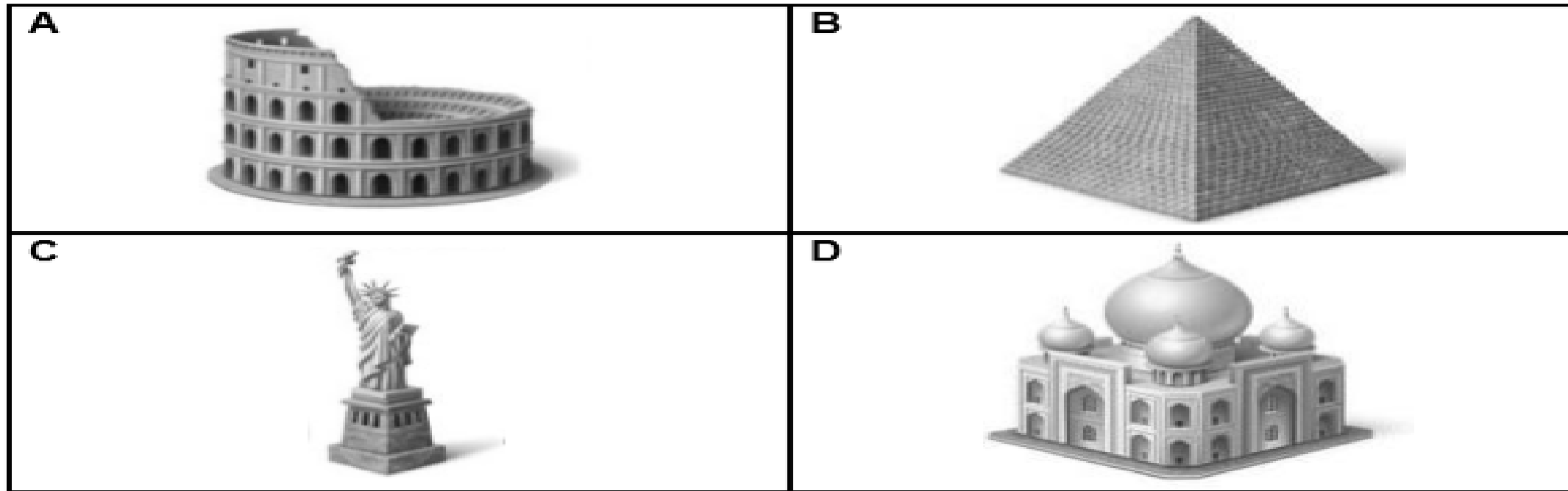
Icon	Country	City	ONE reason why it is regarded as a religious icon
A			
B			
C			

(4)

(4)

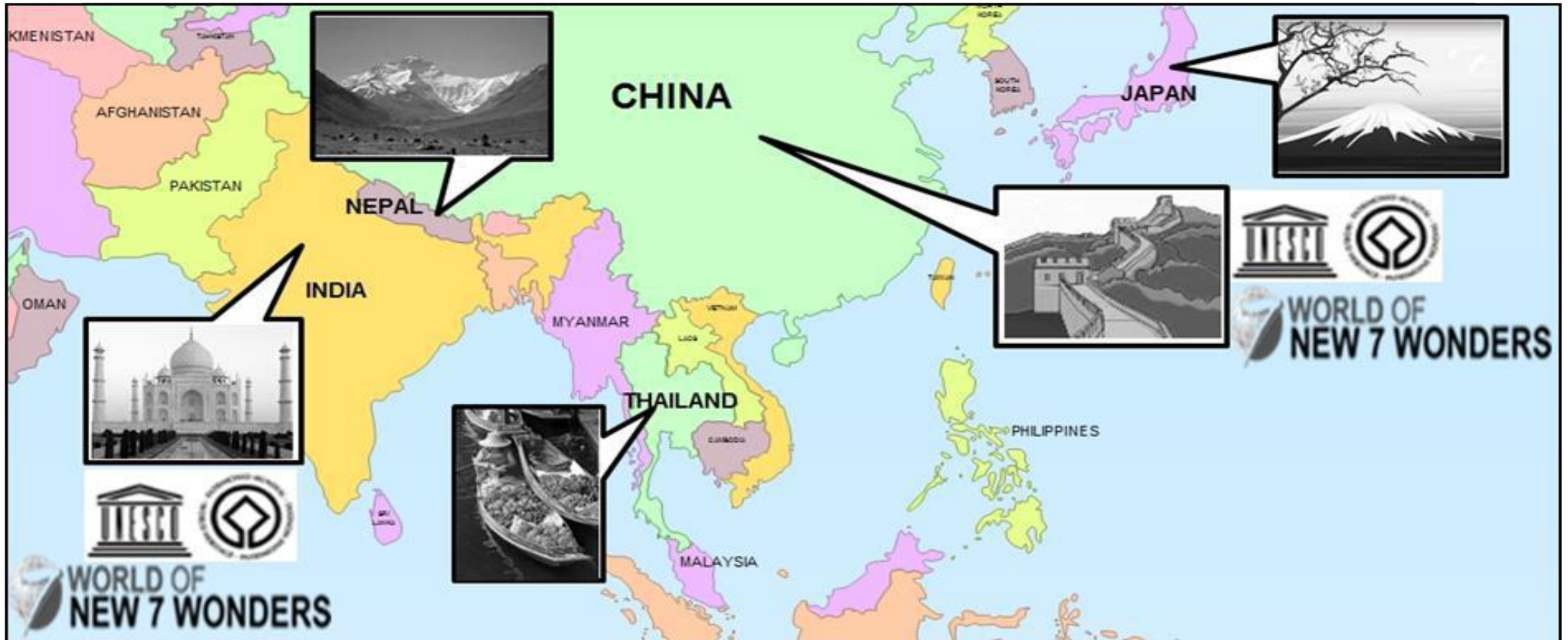
(4)

Refer to the icons below and answer the questions that follow.



- 4.4.1 (a) Identify icon **A**. (1)
- (b) Give ONE fact on the history of icon **B**. (2)
- (c) Identify icon **C**. (1)
- (d) Give ONE fact on the history of icon **C**. (2)
- (e) Identify icon **D**. (1)
- 4.4.2 Identify ONE feature common to icons **A**, **B** and **D**. (2)

NEPAL, INDIA, THAILAND, CHINA & JAPAN



MOUNT EVEREST



WHY IS THIS AN ICON?

Mount Everest is the highest mountain in the world. The peak is 8 848 m above sea level.

NAME OF CITY/TOWN/ AREA:

City: Kathmandu

THE TAJ MAHAL



NAME OF CITY/TOWN/ AREA:

City: Agra

WHY IS THIS AN ICON?

The Taj Mahal is constructed of white marble. It was built by an Indian ruler as a symbol of his everlasting love for his deceased wife.

The Taj Mahal is regarded as an architectural masterpiece and one of the most beautiful buildings in the world.

FLOATING MARKETS



NAME OF CITY/TOWN/ AREA:

City: Bangkok

WHY IS THIS AN ICON?

The colourful and vibrant floating markets where traders sell their goods from their boats on the rivers and canals have become a symbol of the traditional way of life in Thailand.

THE GREAT WALL OF CHINA



NAME OF CITY/TOWN/AREA:

City: Beijing

WHY IS THIS AN ICON?

The Great Wall of China dates back 2 000 years and is the world's longest human-made defensive structure.

It is not only a symbol of China's history and culture, but it is testament to ancient Chinese determination and engineering skills.

MOUNT FUJI



WHY IS THIS AN ICON?

Mount Fuji is the highest mountain in Japan. This volcanic mountain is world famous for its near perfect symmetrical cone shape and is recognised as a symbol of Japan.

NAME OF CITY/TOWN/AREA:

City: Tokio

Study the icons below and answer the questions that follow.

Write only the question number and the answer in your ANSWER BOOK,
e.g. 4.1.6 Eiffel Tower.

A



B



C



D



E



F



G



Name the icon that is the official residence of the President of Russia. (1)

Name the city where icon C is located. (1)

Name the continent where icon E is located. (1)

Name the icon at F. (1)

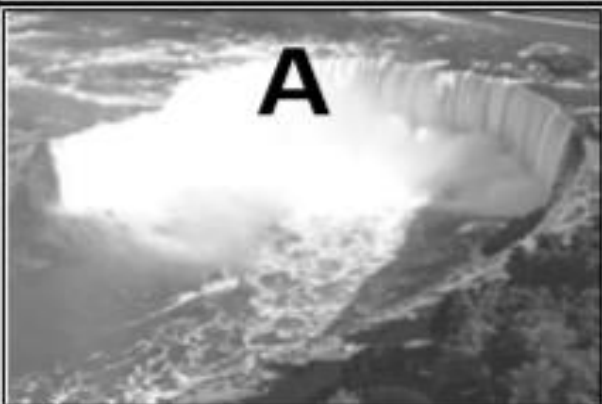
Name the country where icon G is located. (1)

Name the cultural group associated with icon E. (1)

Give ONE reason for the construction of the icon at F. (2)

Explain ONE reason why the attraction at B cannot be regarded as an icon representing the USA. (2)

2016 WATER-THEMED AWESOME RACE



KEY:
--- Route
--- Location of icon



Study the information below and answer the questions that follow.

Two contestants from South Africa are participating in the 2016 water-themed Awesome Race. The pictures and map below show international icons and attractions the contestants will visit during the race.

4.1.1 Give the contestants the following information before the start of the race:

- (a) The continent from where they will depart (2)
- (b) The name of the icons/attractions at A and C (4)
- (c) ONE water-based activity the contestants will participate in at attraction B (2)

4.1.2 The film crew of the Awesome Race will follow the contestants to film the Asian leg of the race.

Write a paragraph discussing THREE ways in which the filming of the Awesome Race will impact positively on Thailand as a tourist destination. (6)

Read the case study below and answer the questions that follow.

MYSTERY OF THE FLOATING MARKETS



The floating markets are famous for its colourful traders selling products to shoppers along crowded river canals. For years the markets have been a hub for trading and socialising.

However, many locals are concerned over the continued existence of the floating markets. One of the contributing factors is that the younger generation prefer to work in a more formal environment as opposed to following a traditional agricultural lifestyle.

The locals also prefer to use land-based transport away from the river canals.

The Thai government wants to preserve (maintain) and sustain the floating markets.

[Adapted from [www.wonders of the world.co.za](http://www.wondersoftheworld.co.za)]

- .1 Explain ONE reason why the floating markets provide a unique shopping experience for tourists. (2)
- .2 Discuss ONE way in which land-based transport has negatively impacted on the floating markets. (2)
- .3 Suggest TWO reasons why the Thai government wants to sustain the floating markets. (4)

Refer to the icons below and answer the questions that follow.

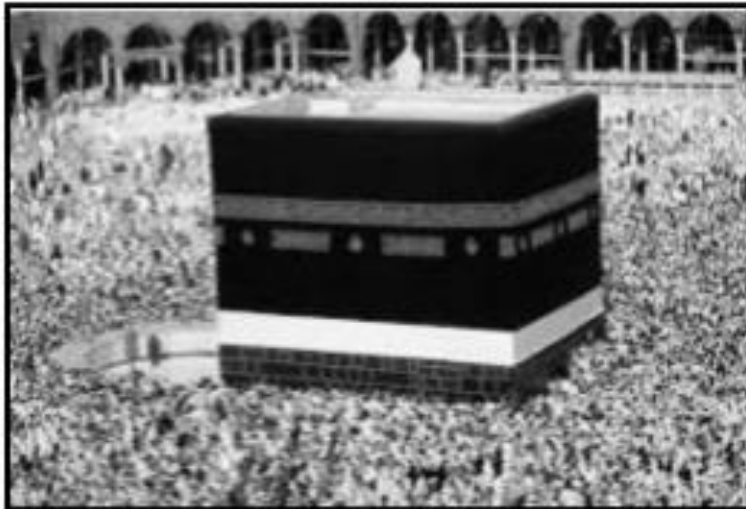
A



B



C



4.1.1 Identify the icons above labelled A, B and C. (3)

4.1.2 Describe the profile of tourists that would be interested in visiting icon B in QUESTION 4.1.1 (2)

In 2012, Saudi Arabian authorities requested that the number of visitors to icon C be reduced. In South Africa, only 3 000 out of the 7 500 people who wished to travel, were allowed to visit icon C in 2012.

[Source: www.iol.co.za]

4.1.3 Give ONE reason why the Saudi Arabian government reduced the number of people travelling to icon C. (2)

4.2 Imagine you are a lecturer at a travel and tourism academy.

Explain the difference between an *icon* and an *attraction* to your students. (4)

4.3 The variety of icons and attractions in South Africa make a significant economic contribution to our country.

Discuss TWO ways in which the increasing number of visitors to a particular icon or attraction leads to economic growth in South Africa. (4)

Read the case study below and answer the questions that follow.

RUDE AWAKENINGS

The Taj Mahal has been diagnosed with a life-threatening disease known as marble cancer. Experts believe that if the air is not monitored and cleaned, the exterior of this attraction will eventually turn black.

UNESCO has headed a clean-up programme. Preventative measures include:

- Cleaning the marble
- Researching the best possible cleaning products that will have a minimal impact on the marble
- Using water-resistant coatings on the exteriors

A green zone has also been established around the attraction. It prohibits the construction of industries and supports the planting of trees. Oil refineries have been advised to reduce their pollutant levels and a switch from coal to gas has been encouraged.

Traffic is also a significant problem in the area with high levels of carbon monoxide in the air. The icon attracts more than 7 million tourists annually. Energy-saving buses are now used to transport people to and from the attraction.

[Adapted from www.preservationeng.net]

- 1.1 Name TWO factors in the case study that contributed to the deterioration (becoming worse) of the Taj Mahal. (4)
- 1.2 (a) Explain ONE reason why UNESCO is involved in the problem associated with the Taj Mahal. (2)
- (b) Give TWO reasons why it is important for UNESCO to conduct research on the cleaning products in their clean-up programme. (2 x 2) (4)
- 1.3 The Taj Mahal is one of the Seven Wonders of the World. It is in the best interest of the country that the Indian Tourism Authority maintains the continued success of the Taj Mahal.
- Advise the Indian Tourism Authority on ONE way that they can use to sustain the success of the attraction. (2)

FACTORS CONTRIBUTING TO THE SUCCESS OF A TOURIST ATTRACTION:

- Excellent marketing of tourism products locally/or intentionally
- Sustainable and responsible management plans
- Efficiency and ethical behaviour of staff and management
- Positive experience of visitors
- Safety and crime prevention
- General appearance and upkeep of the attraction
- Considering the needs of people with disabilities
- Universal access

CHARACTERISTICS OF A SUCCESSFUL TOURIST ATTRACTION:

- Actual number of visitors exceeds the target number of visitors
- Repeat visits
- Income generated exceeds target figures
- Positive impact on local community and environment

Read the information below and answer the questions that follow.

THE EIFFEL TOWER TO STAY SAFE WITH GLASS

The Eiffel Tower is one of the most successful tourist attractions in France.



Paris has increased security around its most popular attractions following recent terrorist attacks in the city.

Currently the Eiffel Tower has metal barriers around its base as a security measure to prevent further terrorist attacks. The metal barriers do not look attractive in the photographs taken by tourists.

French authorities are planning to remove the metal barriers at the front of the Eiffel Tower and replace it with permanent bulletproof glass walls. The rest of the metal barriers will be replaced with more attractive fencing.

[Adapted from *Sunday Times*, 19 February 2017]

- 4.2.1 Give ONE reason why the French authorities want to replace the existing metal barriers at the Eiffel Tower with bulletproof glass walls. (2)
- 4.2.2 Predict what could happen if management relaxes the existing safety measures at the Tower. (2)
- 4.2.3 Identify ONE other criterion that will ensure the continued success of the icon, apart from ensuring safety at the Eiffel Tower. (2)

1.5 Identify the international icons/attractions below. Write only the question number and the name of the icon in the ANSWER BOOK.

1.5.1 **EGIPTE**



1.5.2 **INDIË**



1.5.3 **ISRAEL**



1.5.4 **NEPAL**



1.5.5 **RUSLAND**



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