

Section C

Text 3

The text below is about the lifting of the tourism boycott to Myanmar. Read it carefully and answer Questions 14 – 20.

- 1 It doesn't take much looking to find a "2013 Travel Hotspots" list that includes Myanmar. Fifteen years after Aung San Suu Kyi's National League for Democracy (NLD) first called for a boycott on tourism to the country, citing linkages between tourism profits and human rights abuses, Myanmar has reappeared on the tourist map in a big way. Last year the NLD relaxed their stance on the boycott, indicating that tourism may benefit the country's development. Since then, tour operators have been overwhelmed by the demand for trips to the emerging Southeast Asian country. 5
- 2 Although the NLD party won a majority of seats in the April 2012 elections, ongoing human rights abuses continue. In 2012, the number of internal refugees rose to more than 450,000—in 2011 alone, an estimated 150,000 people were forced to flee their homes—many of whom are denied access to humanitarian aid. According to Myanmar Campaign UK, hundreds of political prisoners remain in captivity, while continued army attacks, which include the use of rape, torture, forced labour and child soldiers, against ethnic minorities are occurring. 10 15
- 3 At issue is whether it is realistic to expect that large tour groups will not inevitably spend their money at state-run or junta-associated hotels and book government-operated tours. It's also difficult to visit the country without money from taxes on purchases, visas and departure fees going towards the military junta. Mark Watson, the Executive Director of Tourism Concern, a non-profit organisation dedicated to ethical travel, says that the fundamental issue of whether or not people should be travelling to countries where human rights abuses occur, remains relevant. It's clear though, that people are going to travel to Myanmar. "What we have to do is get people to understand that if they are travelling to Myanmar, there are human rights abuses occurring and they can actually use their holiday to create positive change," says Watson. By making informed choices about how you travel and where you spend your money, tourism can directly benefit the people of Myanmar. 20 25 30

- 4 "Mainly what we're trying to do in Myanmar is avoid the money going straight into the government's hands—particularly where the government is involved in so many human rights abuses," explains Watson. Since many tour companies and hotels in Myanmar are government-operated, avoid funnelling money towards the military junta by choosing small, independent tour operators. Before committing to a specific company, ask key questions about the suppliers they use. "You'll soon pick up whether they really understand the issues there or whether they're out to make a quick buck," advises Watson. In addition to being able to provide insight into Myanmar's history and context for your trip, they should also ensure that ethical decisions are made all the way along the supply chain—from staffing choices to dining options. 35 40
- 5 If you decide to backpack independently through the country, stay in small guesthouses or with local families, shop local and do not spend all your money in one place. You can also check the ownership of hotels prior to booking your stay. "Generally, small locally-owned hotels and shops are the place to be spending your money," says Watson. 45
- 6 While about 400,000 people travelled to Myanmar in the entirety of 2011, by September 2012 over 350,000 tourists had already entered the country. However, this number is expected to reach one million within the next two years. While the increase in visitors has the potential to contribute to the development of Myanmar, history has demonstrated that sudden influxes in tourism to small developing countries leave them grappling with the adverse cultural consequences and environmental impact. 50
- 7 "Unregulated tourism can have very negative impact on the local people. That's not sustainable for anybody—it's not a good experience for tourists, it's not good for the tour operators and clearly it's not good for the local people," says Watson. Instead of travelling with a large group, visit Myanmar independently or with a smaller group and be aware of waste, water consumption and cultural etiquette. Watson also advises avoiding asking people political questions, which many locals remain wary of answering. 55 60

Section C [25 marks]

- 14 What is the result of Myanmar being on 'the tourist map in a big way' (line 5)?

..... [1]

- 15 In the past, the National League for Democracy did not support the tourism industry in Myanmar but it supports the tourism industry now. Why was this so?

Previous	
Now	

[2]

- 16 How can tourists 'create positive change' (line 28) in Myanmar?

..... [2]

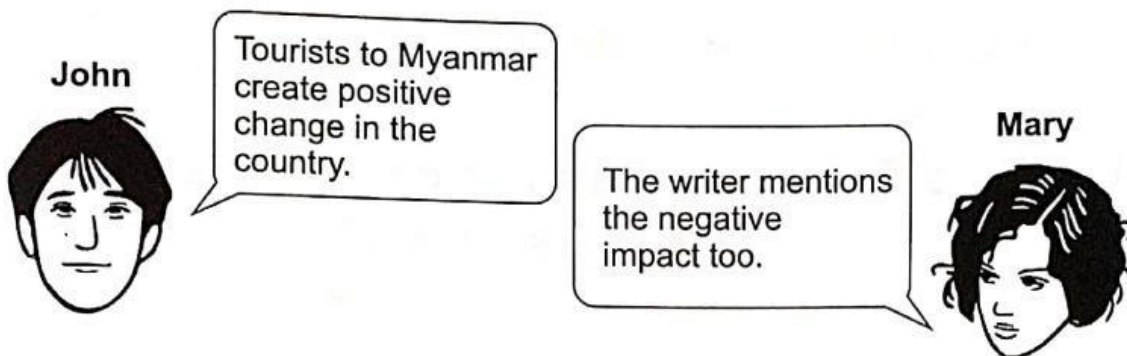
- 17 Why is there the concern that the tourist dollar will go 'straight into the government's hands' (line 32)?

..... [1]

- 18 One way to identify independent tour operators is their ethical decisions made all the way along the supply chain. What are the other two ways?

..... [2]

- 19 Here is a part of a conversation between two students, John and Mary, who have read the article.



How would Mary explain her position with reference to paragraph 6?

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..... [2]

- 20 **Using your own words as far as possible**, summarise the ways tourists can ensure the people in Myanmar benefit directly from the tourism industry and what they have to be mindful of.

Use only information from paragraphs 4, 5 and 7.

Your summary must be in continuous writing (not note form). It must not be longer than 80 words (not counting the words given to help you begin).

Tourists can ensure the military junta does not get the money from the tourism industry

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..... [15]