



Cambridge International Examinations
Cambridge Ordinary Level

TRAVEL AND TOURISM

7096/12

Core Module

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INSERT

2 hours



READ THESE INSTRUCTIONS FIRST

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This document consists of **5** printed pages and **3** blank pages.

Fig. 1 for Question 1

Thailand's Visitor Numbers

Thailand's visitor arrivals have reached a high of 29.88 million, an increase of 20%. These visitors spend approximately 1.44 trillion Baht (\$41 billion (USD)) whilst in Thailand.

Thailand's top 10 source markets are:

1. China
2. Malaysia
3. Japan
4. South Korea
5. Laos
6. India
7. UK
8. Singapore
9. Russia
10. USA

The Tourism Authority of Thailand (TAT) aims to encourage higher spending and longer stays to be more competitive.



Fig. 1

Photograph A for Question 2



Photograph A

Photograph B for Question 3



Photograph B

Fig. 2 for Question 4

Azerbaijan

Azerbaijan has a rich historical, cultural and natural heritage that attracts visitors from all over the world.

Tourists are attracted to Azerbaijan for the natural areas, mineral springs, ancient architecture, unique culture and cuisine. Azerbaijan's tourism industry includes business, sport, medical, educational, hunting, exotic, beach, and food tourists.

Approximately 2.5 million international tourists visit each year and this number is increasing. In the capital, Baku, and other tourist areas there are a number of hotels, a growing number of which are internationally recognised brands.

Tourism is one of the priorities of Azerbaijan's state policy and holds great promise for economic development.



Fig. 2

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