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Cambridge International Examinations
Cambridge International General Certificate of Secondary Education

TRAVEL AND TOURISM **0471/02**

Alternative to Coursework **May/June 2014**

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Fig. 1 for Question 1

1. Ghana is the most popular tourist destination in West Africa.
2. Ghana hosted the Pan African Festival in 2009.
3. Direct flights from Spain to Ghana were introduced in 2011 but this has not led to an increase in the number of visitors to Ghana from Spain.
4. Ecotourism in Ghana is underdeveloped.
5. The Sports Hall of Fame in Accra has attracted international sponsors.
6. Most incoming tourists are from Nigeria (another country in West Africa) and from the UK.
7. Sports tourism is a growth market in Ghana.
8. Few tourists arrive from the USA and Germany.
9. Nigeria has recently received increased numbers of business tourists.

Fig. 1

Fig. 2 for Question 2

Iceland is becoming more popular with tourists. Three-quarters of visitors say that they travel to Iceland to see the wonderful scenery, such as the national parks with their volcanoes and many hot springs. Many inbound tourists currently arrange travel and accommodation independently. In the future, holidays to Iceland will be easier to book as a number of tour operators are introducing new package holidays which include accommodation, flights and car hire. These fly-drive holidays usually include a scheduled flight to Reykjavik airport, where a car is provided to allow tourists to enjoy freedom of movement during their stay.

Fig. 2

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Fig. 3 for Question 3

Tourism Malaysia (TM) has begun an intensive marketing campaign to encourage business tourism from India. The Meetings, Incentives, Conferences and Exhibitions (MICE) market has been identified from secondary research as a potential growth sector for Malaysia. The 2012 International Business Fair was successful in encouraging a 25% increase in the number of business tourists to Malaysia. TM is now targeting the business tourism market in the smaller cities of India, such as Amritsar and Kanpur, through meetings with travel agents and tour operators at trade fairs. Malaysia can offer excellent conference facilities such as the Kuala Lumpur Convention Centre.



International Business Fair

Fig. 3

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Fig. 4 for Question 4

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Fig. 4

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