



Cambridge International Examinations
Cambridge International General Certificate of Secondary Education

TRAVEL AND TOURISM

0471/12

Core Module

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INSERT

2 hours



READ THESE INSTRUCTIONS FIRST

This Insert contains all the Figures referred to in the questions.

Anything the candidate writes on this Insert will not be marked.

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

Fig. 1 for Question 1

Zambia

Zambia is located in south-central Africa. It is one of the world's fastest growing tourism destinations and generates nearly 1 million visitors a year.

The Government of Zambia has implemented the following tourism strategies:

- KAZA Univisa, which allows tourists to visit Zambia and Zimbabwe with one visa
- infrastructure development on the country's roads
- online visa application

Zambia wants to continue this growth so that tourism makes a major contribution to its economy and helps to overcome poverty.

The main attraction in Zambia is Victoria Falls, the world's largest waterfall and one of the natural Wonders of the World. Tourists are also attracted to The Kariba Dam, National Parks and viewing the wildlife.



Fig. 1

Fig. 2 for Question 2

Business Tourism

In the last five years business tourists have shown a preference for serviced apartments rather than hotels. Accommodation bookings for serviced apartments have increased by 4%.

Serviced accommodation offers business travellers flexibility with more living space and kitchen facilities.

Research shows 77% of business tourists stay in serviced apartments up to five times a year when their trips are over seven nights.

Fig. 2

Photograph A for Question 3



Photograph A

Fig. 3 for Question 4

Tour Operators

Tourism is a growing industry; Company X is an example of a tour operator that is enjoying the international growth of tourism, despite recent external factors.

International tourists who make overnight visits have now exceeded 1 billion a year. The European outbound travel market is expected to grow at an average 2.3% a year until 2030.

Company X operates in 15 countries across Europe with more than 22 million customers and with sales over 10 billion Euros. It is a vertically integrated tour operator. Company X creates package holidays by sourcing the components such as air travel and accommodation from principals or by using their own products such as Company X Airline.

Company X sells package holidays, sells the individual components separately and also sells various ancillary services.

Company X sells their products through their own and other travel agents as well as online.

Fig. 3

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