



Cambridge International Examinations
Cambridge International General Certificate of Secondary Education

TRAVEL AND TOURISM

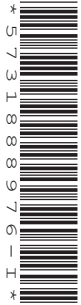
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Alternative to Coursework

October/November 2016

INSERT

2 hours 30 minutes



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 **4** printed pages.

Fig. 1 for Question 1

A situation analysis of tourism in Nigeria

1. Foreign investment in hotel development in Nigeria has increased.
2. There is potential to develop markets in special interest, event and sporting tourism throughout Nigeria.
3. The facilities at Nigeria's international airports are in need of modernisation.
4. Tour operators in the UK, Europe and the USA have limited knowledge of tourism opportunities in Nigeria.
5. There are good conference facilities in the Nigerian cities of Lagos and Abuja.
6. The tropical rainforests of Nigeria offer many possible activities for tourism.
7. The Government of Nigeria actively promotes tourism such as through the 'Fascinating Nigeria' campaign in 2014.
8. Political instability in the region can affect the number of tourists.

Fig. 1**Fig. 2 for Question 2**

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Fig. 2


Fig. 3 for Question 3

Lisbon 2014



Turismo de Lisboa, Lisbon's tourist board, has recently launched its 'Discover Lisbon' campaign. This wonderful historic city is perfect for a city break in Portugal's warm sunshine. Visitors can buy the Lisboa Card from the tourist board office. The Lisboa Card is ideal for short break tourists as the card offers unlimited travel on buses and trains within the city and free entrance to most of Lisbon's museums and cultural sights. Tourist board staff can help visitors book fully escorted and organised tours to the cultural and heritage quarters of the city or other activities. Lisbon is one of Europe's oldest cities, and the visitor can see World Heritage Sites such as the Belém Tower and the Jerónimos Monastery. There are many interesting shops and markets and the Atlantic coast with sandy beaches is not far from the lively city centre. A compact, fascinating city, Lisbon is recommended for a city break holiday.

Fig. 3

Fig. 4 for Question 4


Tourism in Barbados

The 2014 Barbados Arts and Crafts Experience aims to increase visitor numbers to the island. What better way to introduce tourists to Barbados than to give them the chance to meet local craftworkers and the opportunity to make and take home a souvenir crafted from materials such as shells and driftwood? This makes a visitor's stay more memorable. The local craftworkers benefit from tourism spending and this helps the economy as a whole. Ecotourists are attracted by this.

The Pelican Craft Centre in Bridgetown is the main centre for the Arts and Crafts Experience and the ticket price includes not only transport to the Pelican Craft Centre from many hotels on the island, but also lunch as well as instruction and craft materials at the Centre. The Barbados Arts and Crafts Experience is a great attraction for many tourists.

Fig. 4

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