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UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
General Certificate of Education Ordinary Level

TRAVEL AND TOURISM **7096/12**

Core Module **October/November 2013**

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2 hours

READ THESE INSTRUCTIONS FIRST

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Fig. 1 for Question 1

ITALY EXPECTS FURTHER GROWTH IN TOURIST ARRIVALS BETWEEN 2011 AND 2013



Italy's international tourism arrivals increased by 2.2% compared with the European average increase of 2.5%. The Italian travel and tourism industry is expected to perform better than the rest of Europe because of its focus on tourists from emerging markets.

Italy's tourism growth is due to an increase in tourists from the emerging markets of Russia, Brazil, and Poland. The Italian Tourist Board also plans to increase its investment in the emerging markets of China and India.

Italy may also benefit from the unrest in the Middle East and North Africa by marketing itself better to those countries' key source markets such as Russia.

Receipts from Italy's domestic tourism are also expected to grow. It is forecast that by 2013 domestic spending will have increased 2.5% compared with a European average increase of only 1.8%.

Fig. 1

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Fig. 2 for Question 2

El Salvador emerges as an eco-adventure destination

Situated on the Pacific coast of Central America (13 N, 89 W), El Salvador is bordered by Guatemala to the west and Honduras to the north and east. It is the smallest of the Central American countries and it is the only one without an Atlantic coastline. Most of the country is on a fertile volcanic plateau about 600 m high.

A new travel company's website provides detailed information about a range of new itineraries for visitors to El Salvador. Tourists can now take trips to enjoy:

- surfing some of the world's best waves
- mountain biking along the narrow trails of the highlands
- volcano trekking
- zip wire rides through the tropical rainforest canopy
- kayaking along the channels of the mangrove forests that line El Salvador's Pacific coastline.

These are the types of day trips that make El Salvador a prime destination for thrill-seekers. The new travel company also launched a new line of ecotourism sea trips, including tours to see endangered sea turtles and whale watching, both using local guides.

Small, locally owned businesses have trained staff ready to provide visitors with unique ecotourism experiences. Profits from all tours go directly to supporting rural families and helping to preserve rainforests, endangered sea turtles and a spectacular coastline, which are all in urgent need of conservation.

Fig. 2

Fig. 3 for Question 3

Air Mauritius to start direct flights to Shanghai

Air Mauritius has announced that direct flights to Shanghai will be introduced. The carrier hopes that the service will help increase tourism to the Indian Ocean island destination, which has been seriously affected by the economic downturn in Europe.

Mauritius is well known for its clear blue sea, white beaches and luxury spas. Mauritius is now trying to serve the growing demand for outbound tourism from China, one of the world's fastest growing economies.

The new Shanghai service is the 25th destination for Air Mauritius. Other Air Mauritius destinations in Asia include Singapore and Hong Kong. The flight will go via Kuala Lumpur and will offer connections from and to Reunion, Madagascar, and South Africa.

Tourism typically generates about 10% of Mauritius' gross domestic product with European visitors accounting for two thirds of all arrivals.

Fig. 3

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Photographs A and B for Question 4



Photograph A (target shooting)



Photograph B (camel rides)

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