

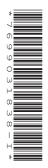
Cambridge International Examinations Cambridge Ordinary Level

TRAVEL AND TOURISM

Core Module

7096/12 October/November 2018

2 hours



READ THESE INSTRUCTIONS FIRST

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

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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

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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