



# **Cambridge International AS & A Level**

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**TRAVEL & TOURISM**

**9395/11**

Paper 1 Themes and Concepts

**May/June 2024**

INSERT

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**INFORMATION**

- This insert contains all the figures referred to in the questions.
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This document has **4** pages. Any blank pages are indicated.

Dubai is one of the world's leading tourist destinations with tourism as a major source of income.

In 2016 there were 14.6 million visitors rising to 16.7 million in 2019, making it the fourth most visited city in the world.

Investment in sporting events, such as the Dubai World Cup (horse racing), the Dubai Classic Golf Championship, World Powerboat racing and Rugby Sevens, has increased sports tourism in the city. Visitor numbers are also increased by tourists interested in the cultural attractions, unique buildings, such as the Burj Khalifa, and world famous shopping. Dubai airport is a major transport hub where many visitors transit to other destinations.

Dubai is now focusing on sustainable development through a public/private partnership. The tourism partnership has brought together all parts of the tourism industry, from tour operators to hotel developers and local and national government. The tourism partnership has four targets:

- energy efficiency
- environmental protection
- education
- raising awareness of tourism in the local population.



**Fig. 1.1**

Canada is in North America and is the second largest country in the world. Canada has a great diversity of landscapes, built up areas and places of interest. Canada has a huge variety of transport options available. Due to its size, areas of interest to tourists are often very far apart.

Flying is a popular option in Canada as it can save many hours of travel and is often the only way to reach some isolated areas. Flights are both frequent and relatively inexpensive.

Rail is also a popular option for tourists as it allows them time to view the scenery and overnight accommodation is often available. On trains travellers are able to move around easily, can travel from city to city and carry more luggage than on a flight.

There are also a number of rail routes specifically for tourists, such as the Rocky Mountaineer. The Rocky Mountaineer is a train that only operates for part of the year. The train has overnight accommodation, viewing carriages and restaurants.

Cheaper transport options are available in the form of car hire or coaches. There is a good road network and there are many coach operators throughout the country. Using road transport over the vast distances can be time consuming, tiring and more uncomfortable than other methods.



**Fig. 2.1**

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