
TRAVEL AND TOURISM

9395/11

Paper 1 Core

October/November 2016

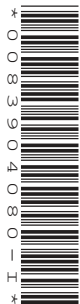
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2 hours 30 minutes

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 **5** printed pages and **3** blank pages.

Photos A, B, C and D for Question 1



Photo A



Photo B

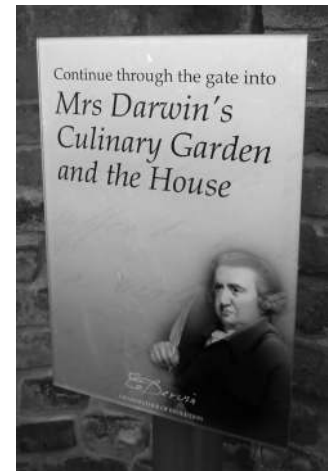


Photo C

WINCHESTER CATHEDRAL

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www.winchester-cathedral.org.uk

Photo D

Fig. 1 for Question 2

A new gastronomy* website: discover exciting food events during your holidays!



A good way to experience European culture, history and traditions is through its food. As you travel through Europe, you will find numerous food fairs, festivals and trails to taste the unique local products and dishes. Are you planning your holidays in Europe and keen to know which food fairs and festivals will be taking place?

A new website enables visitors to do just that. Thanks to the cooperation between the European Commission and the European Travel Commission, tourists now have a new tool to better plan their holidays. More people will see information about food events if destination managers upload details about them to the website.

According to the last United Nations World Tourism Organisation global report, food tourism is growing due to the fact that over a third of tourist spending is devoted to food. From fine dining restaurants to local bistros, pavement cafés to beachfront hotel barbecues, visitors to European destinations have many opportunities to sample local specialities during their travels.

One of the aims of the new website is to help destinations and tourism companies become more aware of the importance of gastronomy in diversifying tourism and stimulating local, regional and national economic development.

*gastronomy = food and drink

Fig. 1

Fig. 2 for Question 3

Sierra Leone has strong potential for tourism growth. It has excellent beaches, islands, mountains, interesting wildlife, friendly people and a rich socio-cultural heritage. It occupies a special place in the history of the anti-slavery movement as 'the land of freedom' – the name of its capital city is Freetown.

Number of Visitors By Purpose of Visit (2011–2012)

YEAR	HOLIDAY	VFR	BUSINESS	CONFERENCE	OTHER	TOTAL
2011	11 146	9483	18 480	5337	7996	52 442
2012	9464	14 074	23 619	6034	6539	59 730

Number of Visitors By Place of Residence (2011–2012)

YEAR	AFRICA	ASIA	AMERICA	MIDDLE EAST	EUROPE	OTHERS	TOTAL
2011	15 652	5360	10 474	2485	13 807	3664	52 442
2012	18 697	6389	10 572	4115	15 667	4290	59 730

Number of Tourist Facilities (2011–2012)

YEAR	HOTELS	GUEST HOUSES	RESTAURANTS	SNACK BARS	NIGHT CLUBS	TRAVEL AGENCIES
2011	1467	1120	1404	63	219	169
2012	1522	1608	1421	130	348	218

Fig. 2

Fig. 3 for Question 4

Third 'Go Eco Phuket' clean-up takes place



'Go Eco Phuket' is a group of eco-aware scuba divers, diving shops and other businesses from Phuket. For the last three years they have joined forces with groups and individuals from the public and private sectors to organise one of Thailand's largest coastal and reef clean-ups. The August 2014 event, aimed at promoting responsible and eco-aware tourism, was a massive cooperative clean-up of the bays and reefs around the islands of Racha Yai and Racha Noi.

The Governor of the Tourism Authority of Thailand (TAT) said, "This high-profile cleaning of the reefs and bays of these lovely islands will help to return Racha Yai and Racha Noi to their natural pristine states. It will also help promote responsible travel and tourism among local people and businesses, as well as visitors to the area."

The 'Go Eco Phuket' clean-up activity was first organised in September 2012 when over 650 divers and beach cleaners took part in removing around 15 tonnes of rubbish, including a discarded fishing net that weighed over 4.5 tonnes. There was a second clean-up of the reefs and bays in August 2013.

In its third year, the clean-up attracted 500 divers and beach cleaners who took part in removing rubbish and debris from some of the reefs and bays around Phuket. The divers removed rubbish and harmful substances from the islands' reefs while beachcombers collected material from the beach and shore. The day's activities ended with the sorting and weighing of all rubbish collected, with this being sent for recycling where possible.

Fig. 3

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