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**TRAVEL AND TOURISM**

**0471/11**

Core Module

**October/November 2018**

INSERT

**2 hours**

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**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.



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This document consists of **5** printed pages and **3** blank pages.

Fig. 1 for Question 1

## Tourists and Ramadan

Gulf states such as the United Arab Emirates (UAE) have strict laws governing behaviour in public during the religious period of Ramadan.

A recent survey of international tourists in the UAE revealed that:

- 72% said they had very little knowledge of local customs
- 25% said they had never tried to learn about the local culture

## Ramadan in Dubai

In Dubai it is against the law to eat or drink during sunlight hours when worshippers are fasting for the period of Ramadan.

Cannons are fired to mark the beginning and the end of the day's fast. The sound of the cannons also lets tourists know that the daily fast has ended and people can resume eating and drinking in public for the evening.



Fig. 1

Photograph A for Question 2



Photograph A

**Fig. 2 for Question 3**

## **Holiday Planning**

Many people planning a holiday rate the risk of terrorism in destinations as their biggest concern.

A recent study of tourists who were planning an overseas holiday showed that 35% of adults are concerned about terror attacks when on holiday.

The study also showed that in the event of a terror incident in or near a holiday destination:

- 53% would change their destination or cancel their holiday
- 14% would postpone their holiday
- 33% would not change their plans

Older tourists and those with young children displayed a higher rate of concern about terrorism than younger travellers aged 16–24.

Further research about holiday planning has shown that:

- 90% research their holiday online before travelling
- 80% now book their holiday via the internet
- 80% use comparison sites to check exchange rates
- 40% buy foreign currency online

**Fig. 2**

Photograph B for Question 4



Photograph B





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