
TRAVEL AND TOURISM

0471/23

Alternative to Coursework

May/June 2018

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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.

Fig. 1 for Question 1

The Inbound Tourism Survey for the Netherlands is carried out once every four years. Those surveyed include international visitors who visit the Netherlands for more than one day for leisure, business or other purposes. Visitors are requested to take part in the survey by accommodation providers and at various points of entry, such as airports, border crossings and on-board international trains in the Netherlands.

Tourism authorities in the Netherlands use the information from the survey to break down the travel market and to identify a typical profile of visitors.

The most recent survey results showed:

- 35% of visitors come on city break holidays
- 68% of visitors stay in hotels
- 53% of visitors had previously visited the country within the last three years
- more women than men visit the Netherlands
- the average age of visitors is 42 to 54 years old
- most visitors come from neighbouring European countries, especially Belgium, Germany and France
- visitors from the United States are increasing in number

Fig. 1

Fig. 2 for Question 2



Bermuda Tours: 5-hour tour

Price includes:

- tour bus suitable for some of the roughest roads of the island
- live commentary on-board
- experienced, licensed guide
- pick-up and drop-off from port or designated meeting points
- entrance fees to local attractions
- refreshments for duration of the tour
- visit the Royal Naval Dockyard, the Bermuda Maritime Museum and the Commissioner's House

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- ***Save time and money with our price bundling***
You won't find a cheaper tour anywhere else which offers so much in one package.
- ***Don't be disappointed***
When you book ahead, you are guaranteed not to miss out on these popular tours and activities. Please ask if you would prefer a fully customised tour as we can arrange trips to other attractions and will reserve the tour bus exclusively for your tour group.
- ***Travel with confidence***
Our operators are safe and reliable, so you always get what you pay for.

Cost \$70 per person

Reservations: **(441) 7073 3659719**

Fig. 2

Fig. 3 for Question 3**Press Release – LADAKH TOURISM**

Ladakh Tourism wishes to reassure tourists that travel to Ladakh is unaffected by the recent acts of civil unrest and political instability in the region of Jammu and Kashmir.

Ladakh, the 'Land of High Passes', is a remote and beautiful region located in the north Indian state of Jammu and Kashmir. The climate is extreme, with average rainfall less than 15 cm per year and winter temperatures as low as -40°F .

With the support of the Indian Government, Ladakh first opened its doors to tourists in 1974, and the last 15 years have seen a programme of economic development in the area, which has brought about changes in education, health care, agriculture, energy and transportation. However, a large part of southern Ladakh is still accessible only on foot.

With its snow-capped mountains, clear blue skies and a landscape of rivers, forests and lakes, it is easy to see why tourism has become one of the main sources of income for people living in the region. Ladakh is the ultimate travel destination for adventure tourists. Activities such as trekking in the Himalayan Mountains, rafting on the River Indus or taking a mountain biking trip through this high altitude terrain offer thrill-seekers a guaranteed adrenaline rush.

Tourists can also visit the many cultural attractions of the area, including the Shey Palace and its Buddhist Monastery, or witness one of the many masked dance festivals. Ladakh Tourism is working with a number of inbound tour operators to create a range of holiday packages, in order to attract more visitors to the area.

Fig. 3

Fig. 4 for Question 4**Bulawayo Business Tourism**

The Zimbabwe Government says it wants to revive the tourism industry in Bulawayo, with the city set to host the country's tourism trade fair, the Sanganai Tourism Expo, for the next three years.

The three-day event will be held at the Zimbabwe International Exhibition Centre in Bulawayo. In 2016, 35 foreign tourism businesses exhibited at the Expo, representing 11 countries. 33 international journalists also covered the 2016 tourism fair.

Conference facilities, which can accommodate from 20 to 400 people, are available within the Zimbabwe International Exhibition Centre. There are six large exhibition halls and an Olympic-size grass arena, which caters for very large outdoor and sporting events.

There is parking for 6 500 vehicles, as well as two taxi ranks and bus parking bays. Four restaurants and seven fast-food catering outlets are available to serve over 100 000 meals a day. There are several hotels and lodges within easy travelling distance of the Exhibition Centre.

Those responsible for running the Zimbabwe International Exhibition Centre in Bulawayo are members of the Global Association of the Exhibition Industry and the Exhibition and Event Association of South Africa.

Fig. 4

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