UNIVERSITY OF CAMBRIDGE INTERNATIONAL EX
International General Certificate of Secondary Educati

TRAVEL AND TOURISM

Alternative to Coursework

INSERT

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.

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UNIVERSITY of CAMBRIDGE
International Examinations

Fig. 1 for Question 1

The newly opened Giants' Waterfall Cave in north east Brazi
the many attractions in this popular area.

The cave has wonderful prehistoric paintings and the un
so beautiful that people from all around the world will want
welcomed by guides who speak different languages. Ther
tour. The café offers a range of meals or snacks and childre
packed lunch.

The Giants' Waterfall Cave forest trail and adventure playground are close to the car park. There is a free daily shuttle bus to Salvador airport and road access to the attraction is also good.

Fig. 1

Fig. 2 for Question 2

Research findings show that the number of passengers on low-cost airlines has declined by 5% since 2010. This is mainly due to competition on existing routes. However, throughout Europe there is an increasing number of business travellers choosing to use the services provided by low-cost carriers.

Government forecasts predict that airline travel will continue to grow until 2020. This growth is encouraged by the use of the Internet as an information and communication source. Internet usage has rapidly increased since 2005 throughout Europe.

Low-cost carriers are now considering adding new routes to their destination networks. In order to do this successfully, competing airlines will carry out primary market research to decide which routes to adopt.

Fig. 2

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Fig. 3 for Question 3

Vacation Water Sport
New for 2013!
Discover our new resort
Sri Lanka with 30 water bun

We offer:

- **A full range of water sports including snorkelling, canoeing, sailing and jet-ski**
- **Lessons by qualified instructors**
- **Other sports available including cycling, tennis and volleyball**
- **Equipment hire included**
- **Local guides available**
- **Evening entertainment and activities for adults and children**
- **Buffet meals**
- **Friendly staff**

Book by December 2013 for 10% discount

Special family rate



Fig. 3

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Fig. 4 for Question 4

1. 95% of South Koreans have broadband Internet access
2. South Korea has the fourth largest economy in Asia.
3. South Korea wishes to expand its business links with Vi
4. South Korea has improved relations with the Chinese G
5. Tourism training programmes are well established in So
6. South Korea's Incheon Airport has been named the World's Best Airport.
7. The South Korean Government supports tourism in Seoul with financial subsidies.
8. Seoul is a World Top 5 Conference City destination.
9. There has been limited global tourism marketing since South Korea co-hosted the FIFA 2002 World Cup.
10. The Chinese cities of Beijing and Shanghai are gaining popularity as conference city destinations.

Fig. 4

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