Cambridge Assessment International Education

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TRAVEL & TOURISM **0471/12**

Paper 1 Core Paper **May/June 2020**

INSERT **2 hours**

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INFORMATION

- This insert contains all the figures referred to in the questions.
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Fig. 1.1 for Question 1

Outbound Tourism

Demand for outbound tourism is increasing across the world.

The increase comes from both advanced and emerging economies.

Records show that in 2017 US tourists spent $12 billion more than in 2016 on outbound tourism and Chinese tourists also spent $8 billion more. Tourists from the emerging economy of Brazil spent $5 billion more in 2017 than in 2016.

The growth in travel and tourism is often higher than in any other sector of a country's economy and contributes more to GDP growth.

World's Top Tourism Spenders – total spent in 2017

China	$258 billion
US	$135 billion
Germany	$84 billion
UK	$63 billion
France	$41 billion

Fig. 1.1

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Fig. 2.1 for Question 2



Fig. 2.1

Fig. 3.1 for Question 3

Lapland Tourism

Lapland is a region in the north of Finland, a country in Northern Europe. It has snowy winters and warm summers. The winter season is long; snow starts to fall in September and by October there is permanent snow cover which lasts until April. During the summer season Lapland has 24-hour sunlight, known as the midnight sun.

The landscape of Lapland is varied, and tourists can enjoy mountains, rivers, forests, fjords and Arctic wilderness.

Lapland is experiencing an increase in arrivals at its airports, because of this increase Lapland is expanding and updating three of its airports to support the growing number of tourists visiting the region. The expansions will cost €55 million and will allow the airports to serve two million passengers a year, an increase of 700 000.

Lapland is considering ways to increase tourism demand all year round and build a more sustainable tourism industry.

Visitor arrivals to northern Finland by air

January	331 000
February	161 000
March	164 000
April	83 000
May	45 000
June	52 000
July	78 000
August	49 000
September	55 000
October	52 000
November	92 000
December	331 000

Fig. 3.1

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Fig. 4.1 for Question 4

Package Holidays

Increasingly tourists want flexibility when choosing and booking their package holiday. They expect quality customer service throughout the booking process and the holiday experience. Because of this tour operators are finding new and innovative ways to adapt and improve their products and services so they can remain successful and meet customer needs and wants.

To meet these changing customer demands some tour operators are now offering tourists a door-to-door transfer service as part of a package holiday.

Tourists can be collected from home and taken directly to the airport in a private car or small mini-bus. At the end of their holiday, they are taken directly back to their home from the airport.

Tourists who prefer to drive themselves to the airport are given free airport parking as part of their package.

Fig. 4.1

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