Cambridge Assessment International Education

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TRAVEL & TOURISM **0471/11**

Paper 1 Core Paper **May/June 2021**

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

Tourism in Ghana

Ghana is a country in west Africa.

Ghana is growing in popularity as a leisure destination. In the past Ghana was only popular with business tourists who were keen to benefit from Ghana's fast growing economy and political stability.

The government of Ghana is funding new projects that will improve the appeal of the destination. These projects include expanding and improving Kotoka International Airport and road networks. They are also investing in raising awareness of the destination and its unspoilt coastlines, rainforests, culture and historical heritage.

There has also been an increase in the number of international hotel chains which have high accommodation grading, increasing the quality of accommodation that the destination offers.

Tourism data for Ghana is limited, however, it is estimated that there are one million visitors a year and only 20% of these visit for leisure purposes. Ghana's largest source market for leisure tourists is from the nearby country of Nigeria.

It is hoped that with the new developments and improvements Ghana will also appeal to leisure tourists from Europe.

Fig. 1.1

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Fig. 2.1 for Question 2

Winter Sun Holidays

Tourists from the UK are increasingly choosing to take a holiday in the winter season.

Research has shown that 4.5 m UK tourists will take a winter sun holiday, escaping the UK winter season to find warmer weather. The majority of these tourists will choose a package holiday rather than an independent holiday.

The Canary Islands and Egypt are the most popular short haul winter sun destinations for UK tourists, where the temperatures can be three times higher than the UK winter average. Popular long haul destinations are Mexico and the Caribbean island of Jamaica.

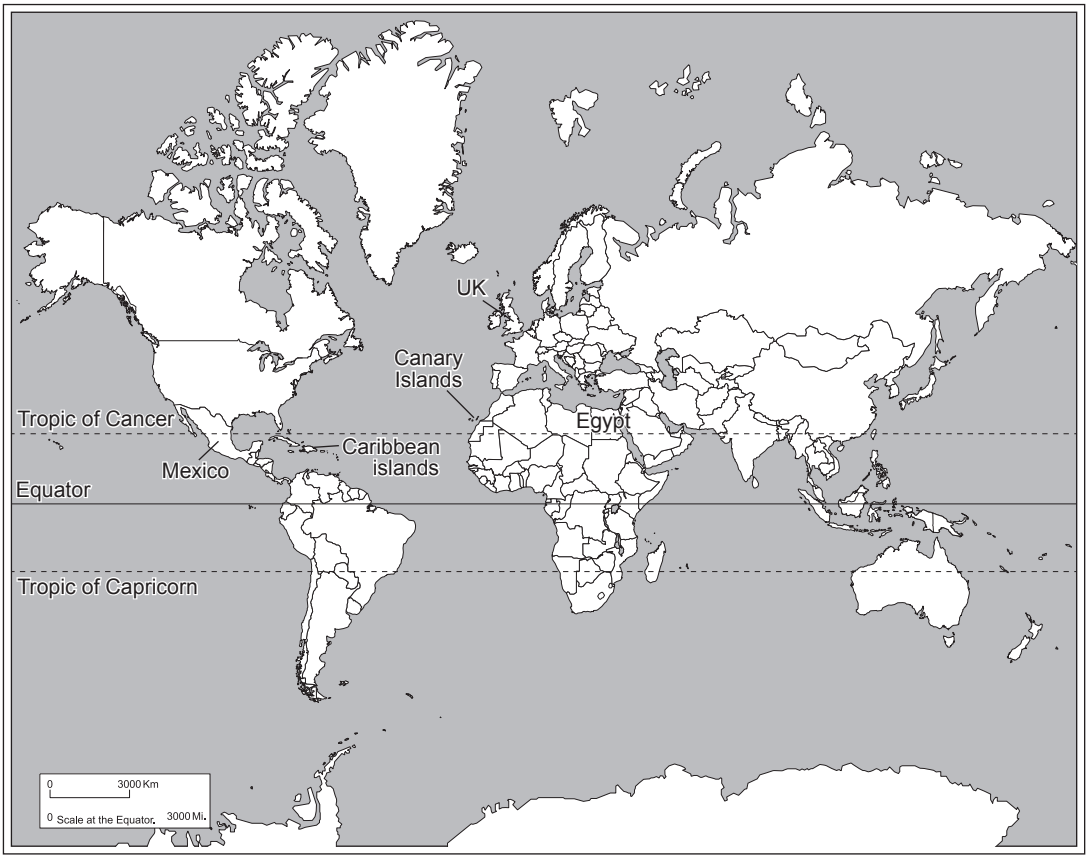


Fig. 2.1

Fig. 3.1 for Question 3



City Cycle Tours – Vancouver, Canada.

Availability: May – September

Departs: Daily 10:00

Length: 3 hours

Distance: 12 km

Terrain: Mixture of cycle tracks and roads

Languages: Dutch, English, French, German, Italian, Spanish

Minimum age requirement: 10 years old

Pace: Leisurely

Fig. 3.1

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Fig. 4.1 for Question 4



Fig. 4.1

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