Cambridge Assessment International Education

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TRAVEL & TOURISM **0471/11**

Paper 1 Core Paper **May/June 2022**

INSERT **2 hours**

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INFORMATION

- This insert contains all the figures referred to in the questions.
- You may annotate this insert and use the blank spaces for planning. **Do not write your answers** on the insert.

This document has **4** pages.

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Fig. 1.1 for Question 1

Tourism in Virginia, USA

Virginia is a state in the east of the USA. Virginia offers tourists destinations and activities for all seasons from winter sports, Atlantic beach resorts, mountains, caves, large cities, historic sites to adventurous activities.

Visitor numbers to Virginia are increasing. Domestic tourism has increased each year for the past nine years. International tourism has also increased for the past two years after a three-year decline.

International tourists to Virginia spend $2 billion a year in Virginia whereas domestic tourists spend $26 billion.

Virginia's climate is subtropical, with four different seasons. Throughout the year, regardless of season, tourists stay for an average of 2.3 nights. The largest percentage of staying tourists visit Virginia for the primary purpose of visiting friends and relatives.

Research has shown 56% of visitors to Virginia decide to visit less than a month before their arrival.

Virginia's top international source markets	
Canada	507 089
United Kingdom	85 235
China	39 988
Germany	37 092
India	32 971
France	27 171
Japan	24 481
South Korea	20 407
Mexico	18 135
Italy	17 527

Fig. 1.1

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Fig. 2.1 for Question 2

Accessibility in the Old City of Jerusalem

The Old City of Jerusalem is visited by 10 million visitors each year. The area is hilly and surrounded by ancient city walls.

The government of the country has passed a law requiring visitor attractions and other tourism organisations to be accessible to all visitors and locals. This includes access for people who are wheelchair users, hearing impaired and visually impaired.

The Old City of Jerusalem is a protected World Heritage Site. All infrastructure developments and improvements must be completed in a way that does not damage the historical and cultural features of the ancient city.

Recent accessibility developments in the Old City of Jerusalem include:

- handrails
- ramps
- smooth raised walkways
- audio apps
- accessibility maps showing the best routes for wheelchair users
- accessibility apps translated into eight languages.

These developments have all been created to make the area more accessible and allow more tourists to experience the historical and cultural features of the city.

Fig. 2.1

Fig. 3.1 for Question 3

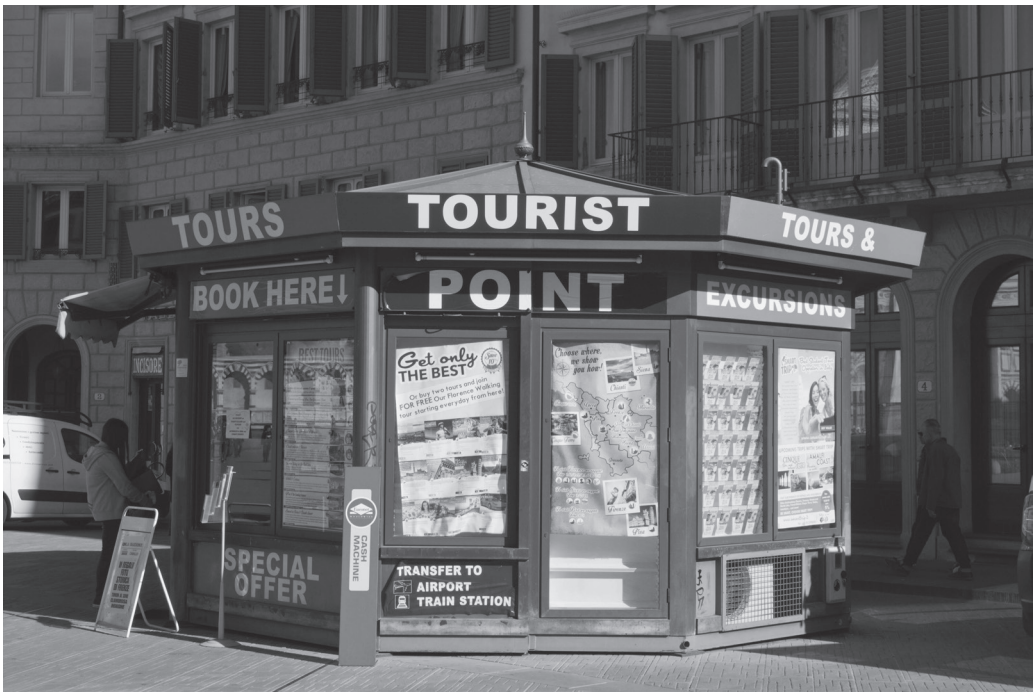


Fig. 3.1

Fig. 4.1 for Question 4



Fig. 4.1

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