Cambridge Assessment International Education

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TRAVEL & TOURISM **0471/12**

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.
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Fig. 1.1 for Question 1

Tourism in St Lucia

St Lucia, a Caribbean island, attracts over 1.2 million visitors per year. Only 30% of visitors to the island are staying visitors. The rest of the visitors arrive on cruise ships or yachts and do not use the local accommodation services.

St Lucia has introduced a tourist accommodation fee. All visitors to St Lucia will be charged a fee of between $3 and $6 a night except for accommodation sold on home sharing websites which will be charged a fee of $7 a night.

The money collected will be used to fund tourism destination marketing, support village tourism and the development of local tourism products.

St Lucia Tourism Authority (SLTA) aims to attract more staying tourists to the country. They have said marketing and promoting tourism destinations has become increasingly difficult and highly competitive. Therefore, it is essential to raise extra money so they can remain competitive.

Fig. 1.1

Fig. 2.1 for Question 2

Historic Visitor Attractions in India

Ten historic visitor attractions, owned by the government of India, are extending their opening hours. The attractions are usually open until sunset but will now remain open until later in the evening. The aim is to attract more visitors.

The attractions include historic temples, tombs and monuments which are popular with both tourists and locals.

The Indian government will trial the extended opening hours for these historic visitor attractions. After monitoring the success and impacts of the extended opening hours, they will consider introducing extended opening hours to another 25 historic visitor attractions in the country.

Fig. 2.1

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Fig. 3.1 for Question 3



Fig. 3.1

Fig. 4.1 for Question 4

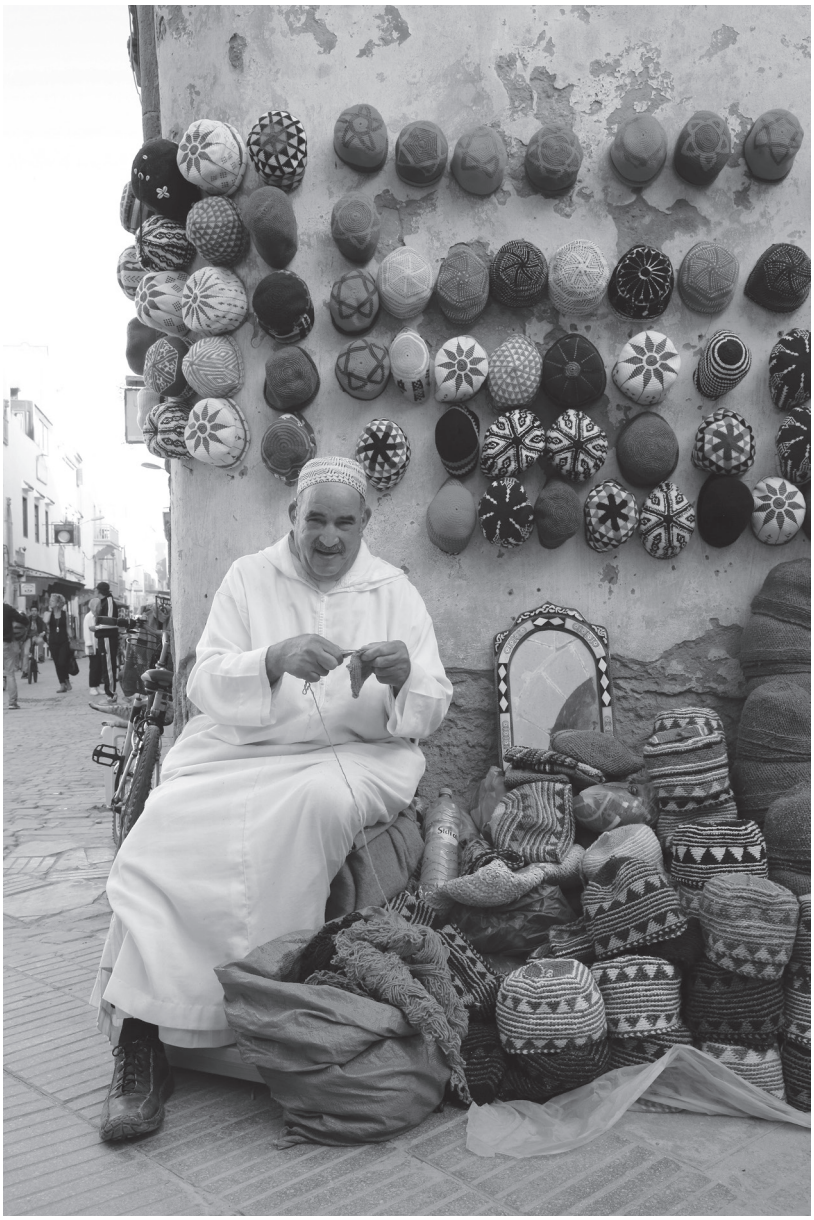


Fig. 4.1

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