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TRAVEL & TOURISM **0471/13**

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INFORMATION

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Fig. 1.1 for Question 1

Chinese tourists visiting Japan

Japan has a successful tourism industry, the highest number of international visitors was 29.3 million in one year. 8.8 million of these visitors came from China, which was an increase of 13.5%. The Japanese National Tourism Organisation (JNTO) estimates that the number of Chinese tourists will continue to increase.

The average length of stay for international tourists to Japan is 2.8 nights. However, Chinese tourists stay for longer, an average of 6.1 nights.

Japan is seen as a safe destination and 33% of tourist visa applications from China were made by families.

Fewer Chinese tourists are visiting the main city destinations, instead they are choosing to visit countryside destinations.

Research has shown Chinese tourists are now more attracted to the local culture and cuisine instead of traditional shopping and sightseeing. They prefer tours that include visiting the world-famous cherry blossoms, hot springs, trying on traditional kimono clothing and tasting local sushi cuisine. This has resulted in an increased demand for rural tourism.

Fig. 1.1

Fig. 2.1 for Question 2

Boat tours in Turkey

Turkey is a country located in two continents, Europe and Asia.

Three quarters of Turkey's border is coastline. It is bordered by the Black Sea in the north, the Mediterranean Sea in the south and the Aegean Sea to the west.

Most leisure tourists to Turkey will take at least one boat tour during their stay in the coastal regions of Turkey. Tourists enjoy watching wildlife, swimming, diving, snorkelling and fishing during the boat tours.

The increased demand for boat tours and a lack of awareness of sustainable tourism are causing negative environmental impacts in coastal regions.

A project to improve awareness and understanding of the environmental impacts has been started. The project is working with boat tour providers to raise awareness and understanding of sustainable tourism. The aim of the project is to

- preserve the natural assets of the country
- allow tourism and boat tours to continue
- allow the national and local economies to continue to benefit from boat tours and marine tourism.

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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