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TRAVEL & TOURISM **0471/11**

Paper 1 Key Terms and Concepts **May/June 2024**

INSERT **1 hour 30 minutes**

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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

Growth of Sustainable Tourism

Recent research has shown 94% of tourists consider sustainable options when planning a trip. These tourists are willing to pay more for sustainable travel and tourism products.

Reducing waste was rated as the highest priority for tourists, with 84% of travellers planning to reduce their waste when visiting a destination.

However, the research has also shown:

- 37% of tourists do not know how to make their travel choices more sustainable
- 32% of tourists said that there are not enough sustainable travel options when visiting destinations.

The trend for more sustainable tourism is expected to grow even more in the future. Tourists will demand more sustainable products from tourism organisations and National Tourism Organisations (NTOs) will need to support this change.

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Fig. 2.1 for Question 2



Fig. 3.1 for Question 3

The World Expo

The World Expo is an international event where countries from all over the world gather to exhibit their achievements and solutions to global issues. World Expos take place every five years and are hosted in a different country each time. Each Expo has a different theme and attracts many types of tourists from all over the world.

World Expo 2020 was scheduled to take place in Dubai in 2020, however due to a global pandemic it was postponed until 2021. The event lasted for 6 months and every country in the world was invited to take part. Tourists could visit the World Expo in person or virtually.

After only 3 months of opening the World Expo 2020 had recorded 10 million in-person visits and 37 million virtual visits.

Dubai reported an increase in visitors as a direct result of the World Expo.

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Fig. 4.1 for Question 4



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