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TRAVEL & TOURISM **0471/13**

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

INSERT **1 hour 30 minutes**

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INFORMATION

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Fig. 1.1 for Question 1

International tourism

According to the United Nations World Tourism Organisation (UNWTO), international tourism arrivals fell by 72% in 2021 compared with the pre-global pandemic year of 2019.

The travel and tourism industry is known as being resilient and dynamic. Despite the ongoing global pandemic there is evidence of the industry recovering.

In 2021 international arrivals increased by 4% which is 15 million more visitors than 2020. The average international tourist spend increased to $1500 in 2021, an increase from $1300 in 2020.

UNWTO have estimated that the direct global contribution of tourism in 2021 was $1.9 trillion, an increase from 2020, but still below the pre-global pandemic levels when it was at $3.5 trillion.

However, the rate of recovery is not the same across all regions of the world.

Fig. 2.1 for Question 2



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Fig. 3.1 for Question 3

Sustainable tourism in the Balearics

The Balearics are a group of islands in the Mediterranean Sea.

The Balearic government aims to make tourism on all of the islands sustainable.

Tourism organisations in the Balearics are now required by law to be more sustainable and to have a sustainability action plan.

Tourism organisations are required to:

- limit plastic and paper use
- prioritise locally sourced food and drink
- have efficient energy and water use
- upgrade heating systems to ones that use less carbon.

Fig. 4.1 for Question 4



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