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TRAVEL & TOURISM **0471/13**

Paper 1 Key Terms and Concepts **May/June 2025**

INSERT **1 hour 30 minutes**

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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.

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Fig. 1.1 for Question 1

Tourism in Fiji

Fiji is a country located in the continent of Oceania. Tourism is an important industry for Fiji.

Facts about tourism in Fiji

	The travel and tourism industry in Fiji contributes 38% of the country's GDP.
	Tourism in Fiji supports 118 000 jobs, which is 37% of all jobs in the country. It is estimated that every 15 international visitors to Fiji creates one tourism job.
	International visitors generate FJ$3 billion. Visitors spend an average of FJ$353 per night and FJ$3379 per trip. The average length of stay in Fiji is 9.6 nights.
	Fiji has 421 licensed accommodation providers, providing 12 000 rooms in the country.

Tourism Fiji, the country's national tourism board (NTB), has the following objectives for tourism:

- sustainably increase demand
- support development
- focus on sustainability
- promote Fiji's unique identity.

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Fig. 2.1 for Question 2

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Fig. 3.1 for Question 3

Walk the World

Walk the World is a specialist tour operator that sells walking holidays.

Customers who choose a Walk the World package holiday are provided with detailed maps so they can walk the destination without a guide. The walking maps include information about the local area, recommended rest stops and locally owned food and drink providers.

This year, Walk the World has changed the products and services it offers in its package holidays. Customers can now join up to two guided walks per week, led by a local expert guide. There are different walks for tourists to choose from. Walks range from easy to difficult and from half day to full day.

The guided walks are included in the price of the package holiday. If customers want to join more than two guided walks per week they can pay extra. Payments for extra guided walks are paid directly to the local tour guide.

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Fig. 4.1 for Question 4

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