Cambridge International Examinations
Cambridge International General Certificate of Secondary Education

TRAVEL AND TOURISM **0471/12**

Core Module **October/November 2016**

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READ THESE INSTRUCTIONS FIRST

This Insert contains all the Figures referred to in the questions.

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Fig. 1 for Question 1



Fig. 1

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Fig. 2 for Question 2

The historic Mt. Moriah Cemetery is situated in Deadwood, South Dakota, on a plateau overlooking Deadwood Gulch. Established in 1878, Mt. Moriah Cemetery is the final resting place of various western legends, assorted criminals and respected townsfolk who were responsible for Deadwood's early economic growth and development.



The most famous grave, shown in the above photograph, is that of "Wild Bill" Hickok (1837–1876).

The cemetery is more than just a graveyard. It offers visitors an opportunity to enjoy a 19th Century cemetery set in the backdrop of South Dakota's Black Hills. The paved roads in the cemetery provide an excellent opportunity to explore the site.

There is a US$1.00 entrance fee to Mt. Moriah Cemetery. Funds generated from this entrance fee help with the ongoing maintenance of the cemetery.

Visitors to Mt. Moriah Cemetery are advised to set aside around 30 minutes to view the celebrity graves. Additional information on the history of the cemetery is located in the Mt. Moriah Cemetery Visitor Centre. In addition to a fifteen minute video, visitors can look at display panels focusing on the history of the cemetery, native and introduced plant species and death statistics within Deadwood from 1875 to 1900.

Visitors are reminded that Mt. Moriah Cemetery is a sacred place and should be treated with respect.

Please take only photographs and leave nothing but memories.

Fig. 2

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Photograph A for Question 3



Photograph A

Photograph B for Question 3



Photograph B

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Photograph C for Question 3



Photograph C

Fig. 3 for Question 4

Tourism Survey: Northern Territory, Australia

An average of 182 000 international visitors per annum came to the region during the survey period. The main purpose of visit for 99% of these visitors was for a holiday. Over the past decade, however, this number has declined with decreases in the number of visitors from the UK and Japan. The UK, Japan, Germany and the USA are the largest international source markets for the region.

International visitors stayed for an average of 462 000 nights per year in the region, resulting in an average length of stay of 2.5 nights. 27% of international visitors are aged 25 to 34 years; 32% are aged 45 to 64 years; 22% are aged between 15 to 24 years and 8% are aged 65 years and over.

More than three-fifths (62%) of international visitors stayed in hotels, motels, guest houses or serviced apartments, while 33% stayed in caravan parks. In recent years, the number of international visitors staying in caravan parks has increased.

	Overnight domestic	**International**	**Total**
Visitor numbers (000s)	155	182	337
Visitor nights (000s)	551	462	1013
Average length of stay (nights)	3.6	2.5	3.0

Purpose of visit	**Overnight domestic**	**International**
Holiday	69%	99%
VFR	5%	<1%
Business	20%	<1%
Other	6%	<1%

Fig. 3

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