
TRAVEL AND TOURISM

9395/12

Paper 1 The Industry

October/November 2017

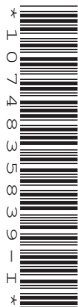
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READ THESE INSTRUCTIONS FIRST

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

Anything the candidate writes on this Insert will not be marked.



This document consists of **5** printed pages and **3** blank pages.

Fig. 1 for Question 1



The Burj Khalifa is a skyscraper in Dubai. It is the tallest structure in the world standing at over 800 metres. The Burj Khalifa is a recognised tourist attraction which has:

- two observation platforms;
- restaurants and cafes;
- retail outlets.

Fig. 1

Fig. 2a for Question 2

Number of visitors to New Zealand by area of origin (2015)

Area of origin	2015
Australasia	1 450 000
Asia	680 000
Europe	450 000
Americas	270 000
Africa & Middle East	420 000

Map to show the origin of visitors to New Zealand

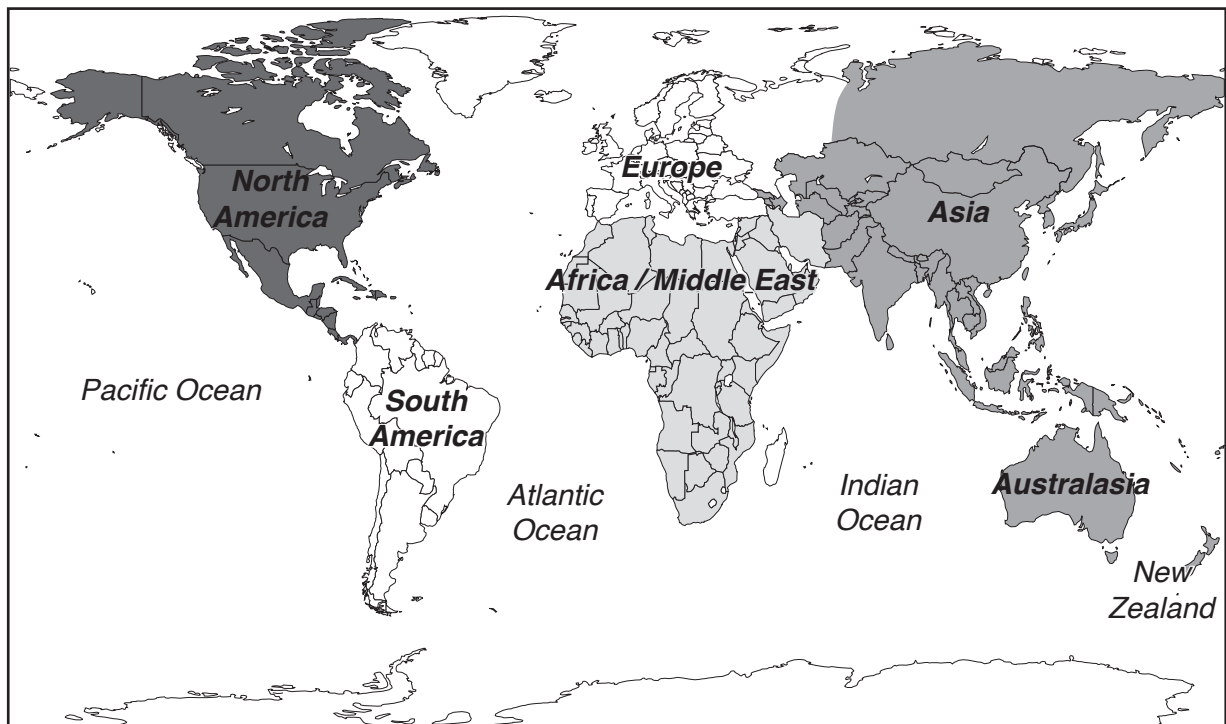


Fig. 2a

Fig. 2b for Question 2

Key characteristics of visitors to New Zealand 2011–15 (October only)					
	2011	2012	2013	2014	2015
Total visitor arrivals	210 000	180 000	190 000	210 000	230 000
Travel purpose					
Leisure	107 000	80 000	85 000	98 000	110 000
VFR	58 000	55 000	60 000	63 000	67 000
Business	22 000	23 000	22 000	21 000	22 000
Age groups					
Under 15	12 000	11 800	11 800	12 500	13 100
15–24	20 500	17 600	20 300	20 700	20 600
25–34	43 800	39 400	41 600	44 400	49 200
35–44	41 000	29 800	30 600	33 000	36 160
45–54	41 900	33 000	32 300	36 100	38 600
55–64	35 900	32 700	35 000	37 100	42 000
65+	20 000	18 800	22 400	26 100	29 500

Fig. 2b

Fig. 3 for Question 3**World Tourism Organization (UNWTO) and Sustainable Tourism**

The World Tourism Organization (UNWTO) is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism. UNWTO promotes tourism as a driver of economic growth, inclusive development and environmental sustainability and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide. UNWTO encourages the implementation of the Global Code of Ethics for Tourism, to maximise tourism's socio-economic contribution while minimising negative impacts. UNWTO is committed to promoting tourism as a way to achieve a reduction in poverty and fostering sustainable development worldwide.

Fig. 3

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