



Cambridge International AS & A Level

TRAVEL & TOURISM

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Paper 1 Themes and Concepts

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INSERT

2 hours

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.



This document has **4** pages. Any blank pages are indicated.

Barcelona is in the top five most visited European cities. It is a popular destination for cruise ships and has the seventh largest airport in Europe.

In 1990 there were 3.7 million tourist bookings in Barcelona increasing to 32 million by 2019. In 1990, Barcelona's hotels had 1.73 million guests rising to 9.5 million by 2019. 12% of Barcelona's GDP and 14% of jobs in the city are a result of tourism.

Barcelona has experienced major changes over the last 40 years. Mass tourism to Barcelona began after the Olympic Games in 1992. The Olympics showed the world the cultural attractions, architecture and art of the city. Following on from the Olympics, infrastructure developments were encouraged as they benefitted local people as well as tourists.

Local people have actively encouraged tourism development in the city, such as the new cruise terminal and the construction of a beach. Locals see the economic, social, cultural and environmental benefits these developments bring to their city.

Fig. 1.1

Phuket is a destination in Thailand. Since 1980, it has moved from selling natural resources to becoming one of the most popular tourist destinations.

To meet the needs of the large number of tourists many international resorts, hotels and shopping facilities have been built and the infrastructure has also been developed and expanded.

Phuket is well known for its natural beauty and has become a destination for ecotourists. These visitors want eco-friendly hotels, low impact tours and other responsible options. They want to ensure that their holiday is a positive experience, both for them and the place that they are visiting.

Phuket is a top destination for tourists who are interested in learning more about the region's wildlife and oceans. The 'Phuket – Save the Sea Project' is a responsible tourism initiative to promote conservation of natural marine resources. The project enhances the positive image of Phuket as one of Thailand's best responsible dive destinations. The project also provides opportunities for ecotourists to educate themselves about conservation whilst having a low-impact holiday.

Fig. 3.1

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