
TRAVEL AND TOURISM

7096/12

Core Module

October/November 2018

INSERT

2 hours

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

Thailand's Visitor Numbers

Thailand's visitor arrivals have reached a high of 29.88 million, an increase of 20%. These visitors spend approximately 1.44 trillion Baht (\$41 billion (USD)) whilst in Thailand.

Thailand's top 10 source markets are:

1. China
2. Malaysia
3. Japan
4. South Korea
5. Laos
6. India
7. UK
8. Singapore
9. Russia
10. USA

The Tourism Authority of Thailand (TAT) aims to encourage higher spending and longer stays to be more competitive.



Fig. 1

Photograph A for Question 2



Photograph A

Photograph B for Question 3



Photograph B

Fig. 2 for Question 4

Azerbaijan

Azerbaijan has a rich historical, cultural and natural heritage that attracts visitors from all over the world.

Tourists are attracted to Azerbaijan for the natural areas, mineral springs, ancient architecture, unique culture and cuisine. Azerbaijan's tourism industry includes business, sport, medical, educational, hunting, exotic, beach, and food tourists.

Approximately 2.5 million international tourists visit each year and this number is increasing. In the capital, Baku, and other tourist areas there are a number of hotels, a growing number of which are internationally recognised brands.

Tourism is one of the priorities of Azerbaijan's state policy and holds great promise for economic development.



Fig. 2

BLANK PAGE

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in the Cambridge International Examinations Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cie.org.uk after the live examination series.

Cambridge International Examinations is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.