



**Cambridge International Examinations**  
Cambridge International General Certificate of Secondary Education

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**TRAVEL AND TOURISM**

**0471/11**

Core Module

**May/June 2018**

INSERT

**2 hours**

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**READ THESE INSTRUCTIONS FIRST**

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

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

Fig. 1 for Question 1

## Shopping as a reason for travel

For many tourists shopping has become an important reason for travel.

Tourists used to go on vacation to sightsee. By plane, train or car, tourists set out to explore what the destination had to offer.

North America is home to some impressive natural sights, world-class museums and galleries, dining, festivals, events and more. Though these attractions still appeal to tourists, a new trend has emerged: shopping.

## Shopping tourism in New York City (NYC)

New York City receives 10 million international tourists each year; the most of any city in the USA. NYC & Company, the city's official tourism marketing organisation, estimates that almost 25 cents out of every dollar spent by visitors in New York City is spent on shopping. Travellers spend approximately \$8 billion (USD) in the city's stores and shops, generating \$750 million (USD) annually in sales taxes for the city.

Fig. 1

Fig. 2 for Question 2

### Tourism in Japan

The Japan National Tourism Organisation (JNTO) has announced that the number of inbound tourists visiting Japan has grown by 47.1%. This year visitor numbers reached 19.7 million, the highest number since 1964.

For the first time since 1970, the number of overseas visitors to Japan has exceeded the number of Japanese outbound travellers.

Sales of domestic tours have continued to grow.



Fig. 2

Photograph A for Question 3



Photograph A

Photograph B for Question 4



Photograph B





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