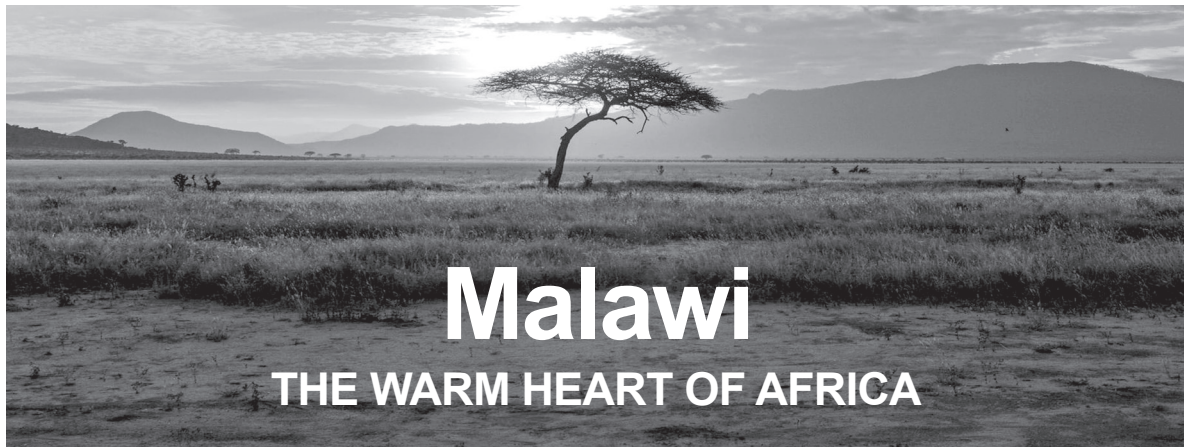


Fig. 1.1 for Question 1



Malawi's tourist industry plays an important role in the well-being and development of Malawi and its people. Tourism activities have strong links to the local communities, supporting them and preserving natural resources. The tourism sector is often the main employer in a region and therefore benefits from a growth in tourist numbers.

Malawi is often called 'The Warm Heart of Africa' for the kindness of its people. It has even been selected as one of the kindest countries to strangers in the world. For this reason, Malawi uses the slogan 'The Warm Heart of Africa'.

Fig. 1.1

Fig. 2.1 for Question 2



River Fire Cruises

On River Fire cruises you will sail along the Rivers Rhine, Moselle and Danube. There are a range of cabins from single person to cabins with adjoining state rooms. In the wellness area there is a gym, massage centre and hairdresser. Take a walk around the sundeck or splash about in one of the outdoor swimming pools whilst your children are carefully watched in our fully staffed crèche and kids' club. In the evening there is a choice of places to eat; have a barbeque on the deck or

choose one of our three restaurants that offer a wide choice of meals and a separate dining area available for children. Finish the day off looking around the shops or watch the cinema channels in the privacy of your cabin.

Fig. 2.1

Fig. 3.1 for Question 3

SWOT Analysis for Tourism in Bulgaria

1. A shortage of skilled workers in the tourism sector
2. Regional rivals such as Greece and Turkey are better established as destinations
3. Well-developed summer and winter holiday resorts
4. Challenges resulting from climate change e.g. increased food prices
5. Low cost of land and lack of luxury accommodation are good investment opportunities for international hoteliers
6. Underdeveloped and poorly maintained infrastructure are at risk of serious damage in the event of an emergency or natural disaster
7. MICE tourism could be a growth area
8. Government investment in the tourism industry is relatively high
9. Unrestrained hotel construction has damaged the natural environment
10. Significant rise in price of energy resources

Fig. 3.1

Fig. 4.1 for Question 4




 <p>Island Hoppers.gr</p> <p>Greece is a wonderful destination where you will find amazing weather, breathtaking views, history, culture, excellent food, wildlife, walking and bike trails, charming villages and beautiful beaches.</p> <p>But why visit just one island when you could be island hopping?</p>	
	<p>The islands of Kos, Rhodes, Santorini, Crete, Corfu and many others could be visited on an island hopper holiday.</p> <p>We offer a variety of packages and accommodation at our 4* and 5* resorts for all types of tourist, from families to couples, singles and even groups.</p> <p>Do not miss the holiday of a lifetime, call now for enquiries or to book your place: +30 (21) 20 8735 4156</p>

Fig. 4.1

The boundaries and names shown, the designations used and the presentation of material on any maps contained in this question paper/insert do not imply official endorsement or acceptance by Cambridge Assessment International Education concerning the legal status of any country, territory, or area or any of its authorities, or of the delimitation of its frontiers or boundaries.

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 Assessment International Education Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cambridgeinternational.org after the live examination series.

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