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**TRAVEL AND TOURISM**

**7096/23**

Alternative to Coursework

**October/November 2014**

INSERT

**2 hours 30 minutes**

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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.



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

**Fig. 1 for Question 1****A situation analysis of tourism in northern Egypt**

1. Egypt receives 14.5 million tourists a year.
2. There is a strong interest in the Pyramids from people in Russia and eastern Europe.
3. There has been political instability in Egypt in recent years.
4. Tour operators have reduced their investment in northern Egypt.
5. The Red Sea resorts of southern Egypt are becoming more popular.
6. The Egyptian Government has developed an international marketing campaign for the country.
7. Cruises on the River Nile to Giza in northern Egypt are becoming less popular.
8. Nearby destinations in the Middle East are enjoying rapid growth in tourism.

**Fig. 1**

Fig. 2 for Question 2



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Fig. 2

**Fig. 3 for Question 3****Walking tourism in Wales, UK**

- Walking tourism brings in £550m to rural and coastal areas of Wales.
- Walking tourism can reduce the impact of seasonality on the local area.
- Local communities cooperate to produce walking tourism products and services such as youth hostels and farm stays.
- The Government has invested in the public footpath network and public transport accessibility.
- Walking tourism is sustainable and reduces the use of cars.
- A new promotional campaign has been planned by the Government.

**Fig. 3**

**Fig. 4 for Question 4****French and Chinese heritage tourism in Vietnam**

The French and Chinese heritage of this beautiful country has much to offer tourists. The old French area of Hanoi is interesting and in the cities of Hue and Danang are treasures of the 13 Nguyen dynasties. The mystical ruins of the My Son temple are unique in Southeast Asia.

However, there has recently been no growth in visitor numbers for French and Chinese heritage tourism, whereas the recent 'Exotic Beaches and Islands' promotional campaign was very successful.

The National Administration of Vietnam (NAV) is keen to ensure that French and Chinese heritage tourism does not lose visitor numbers.

**Fig. 4**





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