



Cambridge International Examinations
Cambridge International General Certificate of Secondary Education

TRAVEL AND TOURISM

0471/23

Alternative to Coursework

October/November 2016

INSERT

2 hours 30 minutes



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 **4** printed pages.

Fig. 1 for Question 1

A situation analysis of tourism in Nigeria

1. Foreign investment in hotel development in Nigeria has increased.
2. There is potential to develop markets in special interest, event and sporting tourism throughout Nigeria.
3. The facilities at Nigeria's international airports are in need of modernisation.
4. Tour operators in the UK, Europe and the USA have limited knowledge of tourism opportunities in Nigeria.
5. There are good conference facilities in the Nigerian cities of Lagos and Abuja.
6. The tropical rainforests of Nigeria offer many possible activities for tourism.
7. The Government of Nigeria actively promotes tourism such as through the 'Fascinating Nigeria' campaign in 2014.
8. Political instability in the region can affect the number of tourists.

Fig. 1**Fig. 2 for Question 2**

New Maple Holidays

Package holidays for those who love the outdoors.



Excellent after-sales service
Quality guaranteed

We offer:

- *all prices include flights, 5* accommodation and insurance
- *canoeing, rafting, mountaineering, rock climbing
- *choice of destination including Rocky Mountains, Lake Louise and Yukon
- *tours of National Parks
- *expert guides and instruction for all activities
- *French, English and Japanese speaking tour guides

For more information, consult your travel agent or contact us on:
info@NEWMAPLEHOLIDAYS.com

Fig. 2

Fig. 3 for Question 3

Lisbon 2014



Turismo de Lisboa, Lisbon's tourist board, has recently launched its 'Discover Lisbon' campaign. This wonderful historic city is perfect for a city break in Portugal's warm sunshine. Visitors can buy the Lisboa Card from the tourist board office. The Lisboa Card is ideal for short break tourists as the card offers unlimited travel on buses and trains within the city and free entrance to most of Lisbon's museums and cultural sights. Tourist board staff can help visitors book fully escorted and organised tours to the cultural and heritage quarters of the city or other activities. Lisbon is one of Europe's oldest cities, and the visitor can see World Heritage Sites such as the Belém Tower and the Jerónimos Monastery. There are many interesting shops and markets and the Atlantic coast with sandy beaches is not far from the lively city centre. A compact, fascinating city, Lisbon is recommended for a city break holiday.

Fig. 3

Fig. 4 for Question 4



Fig. 4

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.