
TRAVEL AND TOURISM

7096/12

Core Module

October/November 2019

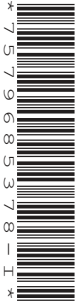
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READ THESE INSTRUCTIONS FIRST

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Anything the candidate writes on this Insert will not be marked.



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

Fig. 1.1 for Question 1

Tourism in Barcelona, Spain

High tourist numbers and overcrowding are causing problems for Barcelona, a city destination in Spain.

Visitor numbers in Barcelona have reached 32 million visitors per year, 23 million of which are day visitors.

Accommodation providers in Barcelona must have a licence to operate. Barcelona has approximately 75 000 licensed serviced bed spaces and 50 000 licensed bed spaces in rental properties. It is estimated that there are also 50 000 unlicensed bed spaces in rental properties in the city which are contributing to the overcrowding and high tourist numbers. The unlicensed properties are booked online through home sharing websites. Barcelona has recently fined two of these providers for selling unlicensed accommodation in the city.

1.6 million people live in the city of Barcelona. Many local residents now consider tourism to be a disadvantage rather than an advantage to the city.

To manage this problem the government in Spain is introducing a number of actions that will limit visitor numbers in the popular city destination.

A law will be introduced that limits the construction of new hotels and new rental properties, such as apartments. The government is also reducing the number of licences that are issued to new accommodation providers.

Fig. 1.1

Fig. 2.1 for Question 2

Growth in International visitor numbers to Australia

Australia has experienced growth in all of its main inbound markets. The number of international visitors to Australia is now over 8 million, a growth of 11.3% since last year. Annual visitor expenditure is estimated to reach \$127 (AUD) billion by 2020. Most tourists to Australia are leisure tourists.

Visitor Growth from Australia's main inbound markets

Country	Percentage growth
Korea	+ 27.2 %
India	+ 11.5 %
Singapore	+ 12.1 %
Malaysia	+ 15.7 %
USA	+ 18.3 %
China	+ 19.0 %
Japan	+ 22.2 %

The National Tourism Organisation in Australia has invested in a new tourism marketing campaign which has produced good growth in the USA market.

Some international airlines have recently increased the number of flights and destinations they fly to in Australia.

Australia has also recently signed an agreement (open skies) with China, Australia's most valuable inbound market. The agreement allows unrestricted airline capacity between China and Australia. This means that there is no limit to the number of flights and passengers between the two countries.

Fig. 2.1

Fig. 3.1 for Question 3



Fig. 3.1

Fig. 4.1 for Question 4

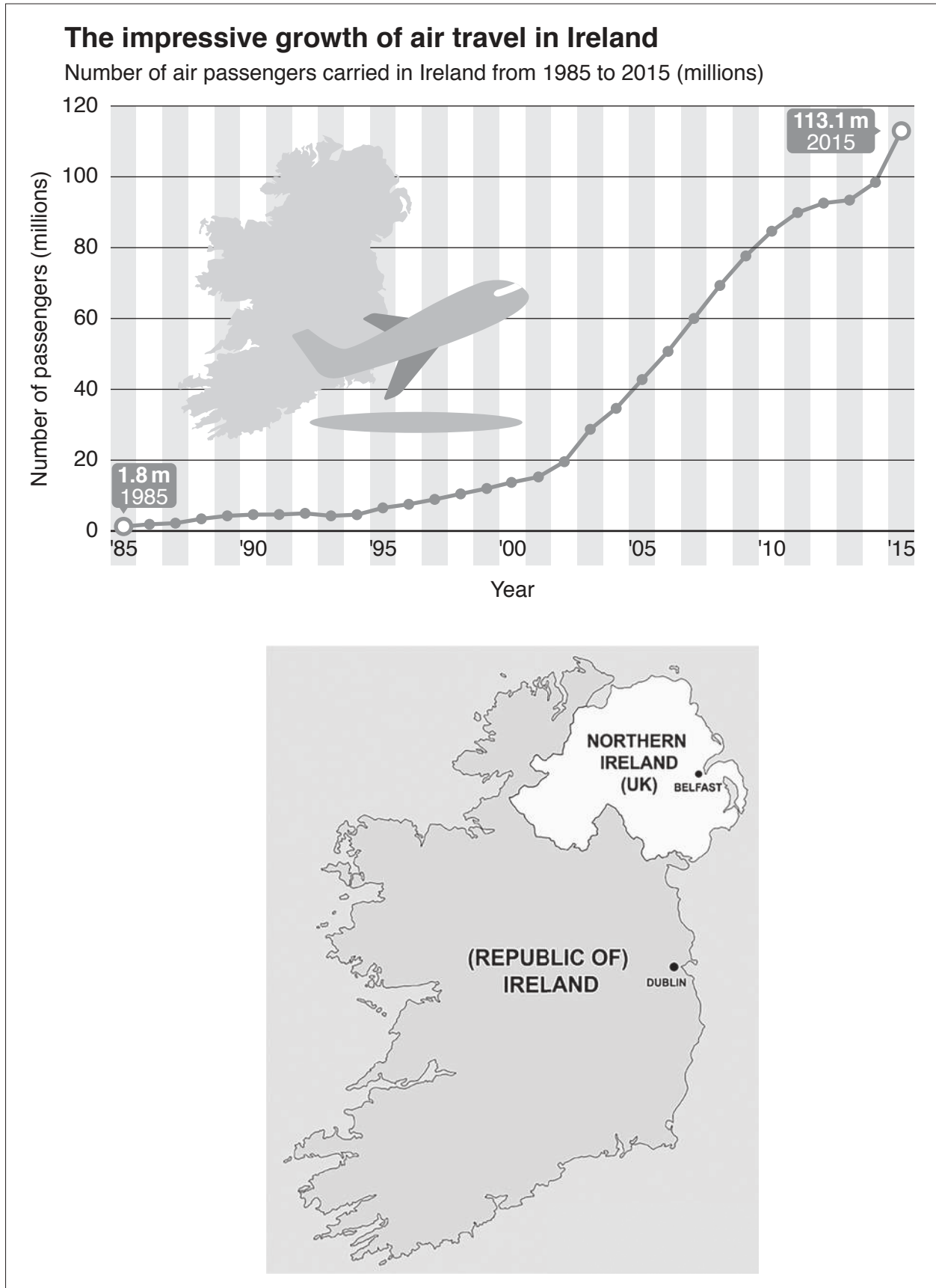


Fig. 4.1

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