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TRAVEL & TOURISM **0471/12**

Paper 1 Key Terms and Concepts **February/March 2026**

INSERT **1 hour 30 minutes**

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INFORMATION

- This insert contains all the figures referred to in the questions.
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Figure 1.1 for Question 1

Tourism development in Vietnam

Vietnam is a country located in the continent of Asia.

Vietnam is expecting visitor numbers to reach 8 million per year.

New hotels are being built in Vietnam to support the growth in visitor numbers. Some of these hotels are owned by international organisations, other hotels are owned by Vietnamese organisations.

Most international visitors to Vietnam are from Asia. Britain is Vietnam's top European source market.

The national tourism organisation (NTO) for Vietnam wants to increase the number of visitors from Britain to 1 million per year. To support this growth the NTO of Vietnam is taking the following actions:

- opening a tourism office in Britain to support trade and promote the country
- hosting familiarisation trips for British tour operators and travel agents
- conducting research into the needs and wants of British tourists when visiting Vietnam.

Figure 2.1 for Question 2

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Figure 3.1 for Question 3

Sustainable Tourism in Costa Rica

Costa Rica is a country located in the continent of North America. Visitors to Costa Rica can enjoy volcanoes, Pacific Ocean and Caribbean Sea beaches, rainforests, jungles and wildlife.

Costa Rica welcomes over 2 million tourists per year. 75% of tourists to Costa Rica visit for leisure and only 13% visit for business.

Costa Rica is well known for being a sustainable destination. The country produces approximately 93% of its electricity from renewable sources and 30% of the land is protected as conservation areas.

Tourism organisations in Costa Rica can apply for a certificate of sustainable tourism known as the CST certificate. To be given the CST certificate, tourism organisations must:

- avoid gas emissions and other environmental damage
- actively conserve nature
- dispose of waste responsibly
- employ and train local people
- use biodegradable products
- recycle waste
- reduce water and electricity use.

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Figure 4.1 for Question 4

Capsule hotels, also known as pod hotels, were developed in Tokyo, Japan. These hotels feature small, private, bed-sized capsules in the same room. They were created due to a lack of space in the overcrowded city.

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