Cambridge Assessment International Education

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TRAVEL & TOURISM **0471/22**

Paper 2 Alternative to Coursework **May/June 2020**

INSERT **2 hours 30 minutes**

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INFORMATION

- This insert contains all the figures referred to in the questions.
- You may annotate this insert and use the blank spaces for planning. **Do not write your answers** on the insert.

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Fig. 1.1 for Question 1

The Ethiopian Tourism Organisation (ETO) was formed in 2014 to market and promote Ethiopia as a destination. It aims to make the country one of the top five tourist receiving destinations in Africa by 2025. Ethiopia is an ancient country with a unique cultural heritage. It is the only country in Africa to have nine UNESCO World Heritage Sites.

Ethiopia has always lacked infrastructure; the type of hotels, restaurants and guiding and information services that tourism rivals such as Kenya and South Africa have offered for the last few decades. Ethiopia had been going through major changes and the government's priorities were health, education and strengthening the economy. However, the government decided in 2013 that tourism could generate jobs, income and wealth for the country.

Ethiopia's capital, Addis Ababa, is part of a building boom that includes an expansion of Bole International Airport and a number of new hotels are currently under construction. It also has a new light rail system (the first in Africa). Tourism arrivals reached one million for the first time in 2017, doubling the number of visitors from 2014.

Fig. 1.1

Fig. 2.1 for Question 2

See Chicago's top attractions, handpicked and packaged together at a significant saving with a CityTICKET.

CityTICKET includes:

- VIP admission to the top five Chicago attractions
- Fast track: skip the ticket line and head straight to the fun with CityTICKET
- Savings of up to 51% of standard price admission at the gate

Buy online and have your tickets emailed to you or buy your CityTICKET at the first attraction you visit.

Simply present your CityTICKET at each attraction for entry – you can visit the attractions in any order.

CityTICKET is valid for 9 consecutive days starting with the first day of use, so there is no need to rush to see each attraction.

Fig. 2.1

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Fig. 3.1 for Question 3

The Ifugao Heritage Tour – Philippines



Day 1: Banaue
Manila to Ifugao
Banaue UNESCO World Heritage Site Rice Terraces
Banaue Ethnic Village and Pine Forest Resort

Day 2: Batad
The Road to Batad Rice Terraces
Batad Rice Terraces

Day 3: Kiangan
Kiangan's Nagacadan Rice Terraces
Kiangan Shrine
Ifugao to Manila

Accommodation 2 nights/3 days and buffet-style meals included; air-conditioned bus transportation Manila-Ifugao-Manila; English-speaking guide is provided.

Journey time from Manila to Ifugao is 15 hours by bus but a new charter flight is available at a supplement. To support the opening of this new transport route, tourists staying at the Banaue Youth Hostel will get a room discount and free roundtrip shuttle services between Bagabag Airport and Banaue.

Guaranteed departure every Thursday from Manila. Can operate outside of guaranteed departure date on private basis at extra cost.

Fig. 3.1

Fig. 4.1 for Question 4

Point Of Sales (POS) for travel agents

There are many different types of POS that can be used to help promote offers all year round. Clear displays will make one agency stand out from the competition at the busiest time of year. Some key areas for travel agents to focus on are their windows, shelving, counter tops and waiting areas.

Brochure stands are important for all travel agents. Many people like to sit and browse through seasonal catalogues at their own pace. Place brochure stands near the entrance so that passers-by can easily find the catalogues and come in for one.

If you offer your own exchange rate or insurance, promoting these with a leaflet is a simple way to boost sales. Display them clearly in a leaflet holder on the service desks and in waiting areas.

You can also use poster displays. To really maximise impact, you can also use LED poster cases. This not only makes images more enticing but will also make them more visible, even at night.

Fig. 4.1

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