Cambridge Assessment International Education

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TRAVEL & TOURISM **0471/22**

Paper 2 Alternative to Coursework **May/June 2021**

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.

This document has **4** pages.

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Fig. 1.1 for Question 1

The marketing team from Tourism Solomons, the national tourism office of the Solomon Islands, regularly attends tourism tradeshows. Its public relations and online promotions focus on the seven main source markets for the Solomon Islands through geographic segmentation. These include Australia, New Zealand and North America. The team has also identified niche tourism markets to target potential visitors to the Islands, which include birdwatching tourism, cruise tourism and dive tourism. The Solomon Islands has recently featured on a new small ship cruise programme, to reintroduce cruise tourism to the area.

Tourism Solomons provides two websites: one for consumers and one for the tourism industry. The Solomon Islands online training portal comprises a series of modules designed to help those working in tourism to learn more about the Solomon Islands as an emerging destination.

Fig. 1.1

Fig. 2.1 for Question 2

Situation analysis for Mongolia

1 Language barriers can affect tourism in Mongolia. The official language of the country is Mongolian, and although those in the cities might understand English, the general population in the rural areas speak only Mongolian.

2 The government of Mongolia now supports tourism development as a way to diversify the country's economy which is largely dependent on nomadic farming and mining. According to its Tourism Marketing Plan for 2030, Mongolia aims to be known as the best destination for nomadic culture and tourism.

3 In 2017, the country was ranked 137th out of 193 countries for tourism. This was a drop in position for Mongolia as it was previously placed 134th.

4 Local people are keen to develop tourism in the area to create employment opportunities, especially as there is a lack of well-trained human resources to provide customer service within Mongolia's hospitality sector.

5 Mongolia's harsh climate, with extreme cold temperatures and long winters, causes seasonality issues for tourism. The peak season lasts only from June to August, which impacts on the number of visitors to the country.

6 Mongolia has a variety of scenery ranging from its grasslands and deserts to forests and high mountain ranges. It has three cultural and two natural properties on the UNESCO World Heritage List.

Fig. 2.1

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Fig. 3.1 for Question 3

Consumers are now more in control of their own travel than ever before. Traditional holiday packages offered charter flights which only operated on certain dates and a limited choice of hotels in one or two resorts.

Now consumers have a vast choice of products including flights, accommodation, car hire and other extras, by simply searching one of the many holiday comparison websites that are available online. They can choose between many scheduled, low-cost and chartered airlines, and select from hundreds of different hotels. They can add excursions, transfers and activities according to their preferences. One of the other main benefits to the consumer is the ability to book with a fully bonded tour operator.

Dynamic packaging gives the consumer total control among so much choice. They can decide on a package holiday or independent travel. They can choose between all-inclusive deals or no-frills options. The consumer does not need to visit different travel agents or to search endlessly online to match flight times to hotel availability.

Fig. 3.1

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Fig. 4.1 for Question 4

Chobe River Safari Highlights

- Daily departures with no set itinerary allowing for flexibility
- Only four cabins per boat allows for an exclusive river safari experience
- Drift down the Chobe River and enjoy amazing wildlife sightings
- Birdlife sightings in the summer months from November to May (over 400 bird species)



- Guided game viewing and birding safaris by motorised small tender boat
- Cultural village walk
- Seasonal fishing (catch and release)

Included

- Return road transfers between Kasane airport and Chobe River
- 2 nights in luxury twin bed cabin accommodation
- All meals included
- All equipment hire for fishing

$250 pp based on double occupancy

Book now to save 15%

Fig. 4.1

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