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TRAVEL & TOURISM **0471/23**

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

Rainforest Rancho

Our products are designed to give you the perfect place to relax, set in the beauty of natural rainforests. We offer you a complete and personalised experience. One option is our bunkhouse accommodation to share with your friends.

The Rainforest Bunkhouse experience:

Includes:
- Breakfast, lunch and dinner buffet
- Yoga classes twice per day
- Two-hour guided Ranch Tour
- Animal feeding
- Use of hiking trails
- Free Wi-Fi
- Natural pool access

Room Facilities:
- Small two-person rooms
- Large window opening to rainforest
- Lockable storage box
- Communal terrace with hammocks
- Mosquito netting
- Shared bathrooms



Book Now

Prices depend on seasonality and availability. For exact pricing and special promotions go to 'Book Now'

Fig. 1.1

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Fig. 2.1 for Question 2

The Jordan Tourism Board (JTB) works with the Ministry of Tourism and Antiquities (MoTA) to brand and promote the Jordan tourism product as the destination of choice within international markets.

A National Tourism Strategy was developed to help attract more visitors to Jordan, which included a review to enhance all international marketing activities and improve overseas marketing.

A key target of the National Tourism Strategy was to strengthen JTB's market research to identify key target markets and market segments. This included:

- using source market studies and research to assess changes in customer behaviour and market trends
- introducing exit surveys for quantitative and qualitative data collection at all exit points
- improving data collection and analysis for comprehensive reporting.

As a result of this enhanced market research, marketing and promotion by JTB has been strengthened. The quality and variety of tourism products and services in Jordan have improved and professional customer service delivery has been more widely adopted across the industry.

Fig. 2.1

Fig. 3.1 for Question 3

The Switzerland Convention and Incentive Bureau (SCIB) represents the leading conference destinations, national event organisers and transport companies in Switzerland. They operate within the MICE industry, providing support for business tourism. SCIB specialise in incentive tourism.

Incentive tourists can spend the morning skiing, have lunch during a scenic rail journey on a historic train, spend the afternoon observing local craftspeople before sailing across a lake for dinner in a castle. Five unique and different experiences all in one day, that is what makes Switzerland one of the most desirable incentive destinations in the world.

Switzerland is also easy to reach from anywhere in the world because of extensive flight connections from its five international airports and some of the world's shortest airport transfers. Public transport is widely available.

SCIB decided to review its marketing mix, in order to attract more visitors. It lists some of the many services it offers for meeting organisers on its website. These include:

- comprehensive information about destinations and partners
- contacts with suppliers in the meetings industry
- airport meet and greet services
- reservations of rooms and meeting spaces
- distribution of event materials to local hotels.

Fig. 3.1

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Fig. 4.1 for Question 4

Chongqing is an important port on the Yangtze river. In 2016 it was the world's fastest-growing tourism city and in 2017 it recorded a 14% growth in its tourism sector. Domestic visitors account for most of this increase in visitor numbers. The city has 30 000 Chongqing Hotpot restaurants, serving the dish which is one of the biggest tourism attractions to the city.

Official figures show 10 000 tourists come to Liziba Station in Chongqing each year to take pictures of its metro trains passing through a residential building. Videos of the trains have gone viral on social media sites.

The city recently invested 150 billion yuan to develop itself as a tourism city and to build more shopping plazas. Chongqing has recently introduced smart technology to enhance the overall visitor experience in the city. Hotels offer smart devices, preloaded with tourist apps for guests to use during their stay.

The city is known as a beautiful city with mountains and rivers, and now Chongqing is asking for ideas to help promote itself on the world stage, to develop its tourism product and to increase the number of international visitors to the city.

Fig. 4.1

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