Cambridge Assessment International Education

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TRAVEL & TOURISM **0471/21**

Paper 2 Alternative to Coursework **May/June 2022**

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. Any blank pages are indicated.

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Fig. 1.1 for Question 1

An extract from a SWOT Analysis for Mauritius

1. Scope for food and heritage
2. Rising cost of air tickets
3. New aircraft obtained by Air Mauritius
4. Natural disasters
5. Medical and eco-tourism
6. Introduction of direct flights from China, Kenya and Turkey
7. Emerging trend of all-inclusive packages
8. Changing patterns of travel
9. Cruise tourism with the construction of a new cruise terminal
10. Competition from Sri Lanka, Maldives, Goa and Seychelles
11. Adverse impact of climate change
12. MICE tourism

Fig. 1.1

Fig. 2.1 for Question 2

Tourism Marketing Plan for Dorset, UK

- Maintain resort individuality, highlighting key USPs.
- Promote:
  - Dorset as an entertaining destination
  - Dorset as a resort for all seasons
- Develop and build the '*Coast with the Most*' brand for joint marketing campaigns.
- Maintain and build on our strong reputation as a 'premier destination' with world-class experiences.
- Deliver and develop special events and festivals.
- Promote as a key destination for international educational tourism.
- Promote as a conference and business events destination.
- Develop brand campaigns to target new market segments (e.g. under 35s).
- Continue to strengthen the brand within the family and day visitor market segments.
- Create campaigns to keep loyal visitors.

Fig. 2.1

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Fig. 3.1 for Question 3



Lone Travellers

Travel agents and tour operators are increasing their packages for lone travellers as there has been an increase in the number of people travelling alone.

Lone travellers are normally charged a supplement for single person usage on package holidays and hotel rooms. Single travellers can be charged as much as double that of a couple and some hotels and cruise ships offer no single rooms at all. Some travellers have no one they can go on holiday with and so cannot afford to go at all.

Lone Travellers is a tour operator specialising in packages for single travellers. Their products include packages tailored to single travellers with single rooms, affordable prices and no supplements.

Fig. 3.1

Fig. 4.1 for Question 4



Vardees Holiday Park

Holidays at Vardees Holiday Park

When it comes to golden sands, you are spoilt for choice at Vardees Holiday Park. Take a picnic, pack your beachball and enjoy any one of the unforgettable local beaches – all just minutes away. Why not try a surfing lesson?

You will find plenty to do at Vardees. There are 3 different swimming pools. Your children will be amazed by the pirate ship and water slides in the kids' pool. Adults can enjoy the Caribbean pool or the recently developed adult-only Mediterranean pool.

As well as the fully staffed kids' club offering kids' entertainment, there is crazy golf, tennis, football and trampolining all on site. Or you can practise your golfing skills at the 9-hole pitch and putt.

Caravan Holidays
Caravan holidays do not get much better than Vardees Holiday Park. You will find a wide variety of choice with our stylish 2- and 3-bedroom caravans and brand-new models.

Lodge Holidays
Discover our newly built luxury lodges, opening in 2022.

Camping Holidays
With practical facilities to make you feel right at home, Vardees Holiday Park is the perfect spot to pitch your tent.

Fig. 4.1

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