Cambridge Assessment International Education

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TRAVEL & TOURISM **0471/21**

Paper 2 Alternative to Coursework **May/June 2023**

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

Mountain Sun Holidays

Summer multi-activity holidays in the French Alps
Fully customisable itinerary

The French Alps, a mountain range in Europe, is sunny for 300 days each year. It is an area with high mountain glaciers and large lakes all within a one hour journey of each other.

You can choose from a variety of activities and accommodation to create your own week of fun and adventure in the sun. Activities include caving, horse riding, cycling, flyfishing, wildlife and birdwatching.

Located – French Alps

Available – May, June, July, August

Price guide – Adult €450–€1500, Child €380–€1200

Prices will vary depending on date, accommodation type and activities selected.

What is included

- 7 nights in the accommodation of your choice – choose from camping, luxury chalet, farmhouse, hostel or hotel
- Personalised itinerary
- Personalised app on your phone with all of your trip details, unique itinerary, practical information and daily weather reports
- Personalised welcome meeting at your accommodation with a local expert
- Maps and route advice for self-guided walks and bus rides
- Transport to your accommodation

Arrangements can be made with your accommodation provider directly for meals.

For more information or to book: Telephone: +33 06 93 56 70
Email: reservations@mountainsun.fr

Fig. 1.1

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Fig. 2.1 for Question 2

Tourism Ireland, the national tourism organisation (NTO), is responsible for marketing both Northern and Southern Ireland as a leading holiday destination.

Tourism Ireland has just revealed a new marketing campaign to encourage people around the world to 'fill their hearts' with the island of Ireland. As visitor numbers to Ireland have been falling, Tourism Ireland have come up with a creative way to entertain tourists and encourage future visits.

The marketing campaign uses '#fillyourheartwithIreland' to share promotional materials on social media channels. The materials shared include:

- traditional music sessions
- lessons on how to Irish dance
- recipes and live cooking demonstrations
- virtual tours of towns and cities, golf courses and the countryside

Fig. 2.1

Fig. 3.1 for Question 3



Qatar has relaxed its visa requirements so it can welcome more visitors from around the world. Tourists can visit all year round for the hot summers and warm winter temperatures.

The Noora Resort is located in the West Bay area of Doha. It is close to the city's top attractions, landscaped parks, museums and convention centres. The resort is due to open on 24th October 2024. It will offer a range of exciting activities including desert safaris, scuba diving and other water sports.

The Noora Resort's 5* luxury hotel and bungalow complex will accommodate 200 guests in a variety of rooms and suites. The resort has its own private beach as well as an indoor pool and an outdoor pool. There will be two themed restaurants and a buffet restaurant serving local and international foods. There will be evening entertainment for both adults and children as well as a fully staffed kids club every day.

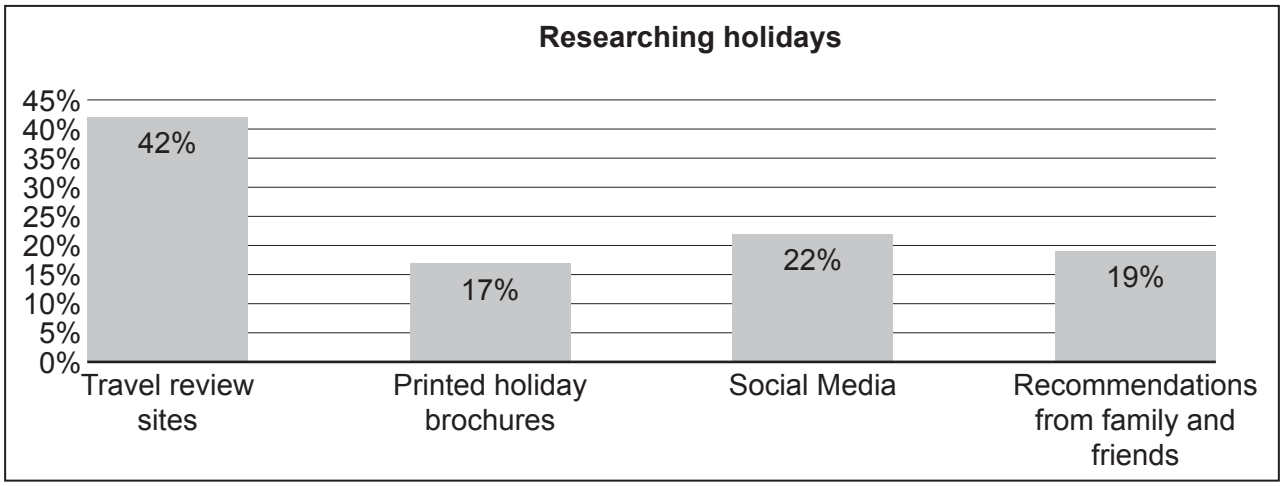
Fig. 3.1

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Fig. 4.1 for Question 4

There are many ways tourists can research destinations. A recent market survey asked people how they did their research before booking their holidays. The survey also asked people how they booked their holidays.

The results are shown below:



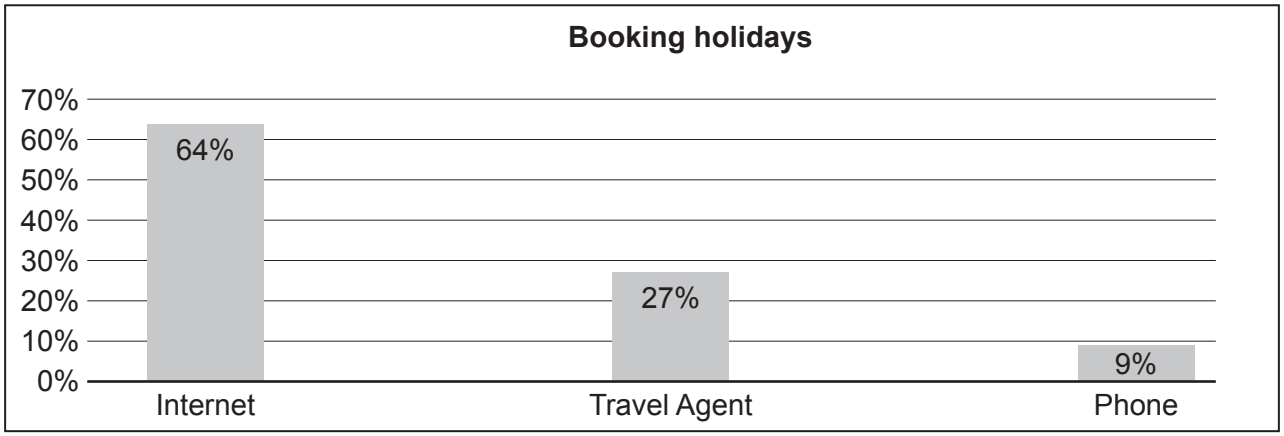


Fig. 4.1

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