Cambridge Assessment International Education

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TRAVEL & TOURISM **0471/22**

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

INSERT **2 hours 30 minutes**

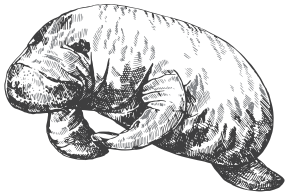
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INFORMATION

- 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.

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Fig. 1.1 for Question 1



Manatees Adventures

Manatees Adventures provide boat trips to view the endangered manatee on St Johns River. The boat, the Osprey, can take up to 60 passengers at a time. The captain of the Osprey is a local and acts as a tour guide giving a full description of the area during the trip. The best time to visit is in the winter when the weather is cold, and the water is clear.

As well as manatees you can see alligators, bald eagles, osprey, ibis and more. On the two and a half hour trip you may not see any wildlife, however, the captain will offer lots of history and information about the area.

Onboard the Osprey there are toilets, a shop selling souvenirs, drinks and snacks.

Adults: $26
Seniors: $24
Children: $17
Infants (2 and under): Free

Tours run three times a day (twice in the off-season).

Parking is available in the nearby public car park for a fee.

Manatees Adventures also offer Kayak tours for those adventurers who want a more up-close experience.

For reservations or more information call **(833) 251-6366**
or email **info@manateesadventures.com**

Fig. 1.1

Fig. 2.1 for Question 2

The number of tourists visiting Barbados has reduced over the last two years. This has led the Barbados Ministry of Tourism to analyse the current situation in order to:

- identify their competition
- evaluate their development potential
- identify short term actions
- consider the most appropriate pricing policies.

From these results the Barbados Ministry of Tourism was able to establish what products needed to be developed and to begin planning a promotional campaign.

Fig. 2.1

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Fig. 3.1 for Question 3

Trust New York for all of your business needs

New York has been voted the world's top destination for business tourism for the last four years.

What does New York have to offer the business tourist?

- Conference spaces and meeting places.
- A collection of modern venues to host any event, such as 'Helen Mills' event space and Broadway Lounge.
- A huge selection of hotels catering to all business needs.
- Many coffee shops and lounges offering business travellers a quiet space to work.

For those visitors who like to mix business with pleasure, they can visit New York's iconic landmarks such as the Empire State Building, the Statue of Liberty and Central Park.

Fig. 3.1

Fig. 4.1 for Question 4

PRESS RELEASE – Kerala's first floating resort

24th May 2023

Kerala's first floating tourist resort is opening in late 2023. It will have 40 floating cabins, a floating swimming pool, a floating restaurant and an underwater spa and gym.

Tourists will be offered a variety of experiences to choose from, including watersports, a bicycle and jogging track, fishing and tennis.

The resort will be aimed at the luxury tourist market, mainly from European markets. Prices for a cabin will be from $300 per night.

Representatives of many international tour operators from the UK, Netherlands and France have already visited the site to check its standards. Clients from the Middle East will be targeted in the future.

For further information phone +91 462 1312232 or email tourisminfo@kerala.com

Fig. 4.1

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