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TRAVEL & TOURISM **0471/22**

Paper 2 Managing and Marketing Destinations **May/June 2024**

INSERT **2 hours**

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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

Rural Tourism

Rural tourism aims to include and benefit rural communities, while preserving the environment and cultural assets. It brings economic development to rural areas by creating additional income and employment. It can also improve the lives of local people in rural areas by improving infrastructure and electric networks.

Rural tourists can participate in cultural lifestyles and traditions of rural communities. Tourists can experience the rural lifestyle by taking part in local agriculture and crafts, shopping at local markets and visiting archaeological and heritage sites.

Tourists can choose from a range of accommodation in rural locations, such as:

- campsites
- homestays
- guest houses
- farms
- local B&Bs.

Fig. 2.1 for Question 2

SWOT analysis of ecotourism in Australia

1. Existence of a marketing campaign
2. Low cooperation among tourism agencies
3. Illegal wildlife trade
4. Increasing awareness of nature
5. Improving environmental laws
6. Infrastructure based on natural resources
7. Unplanned tours
8. National market for ecotourism is unstable
9. Little support from local government
10. Authentic and rich culture

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Fig. 3.1 for Question 3

GRAND OPENING
26TH March 2024

The London Resort

Be the first to try the new six lands of the London Resort: The Woods, The Isle, Kingdom, The Studio, The Jungle and Future Starport.

Visitors can experience:

- Dinosaur themed rollercoaster
- Dark immersive ride
- 4D motion-based ride
- Base camp for explorers
- Water park
- Themed restaurant
- Hotel rooms
- Ferry terminals for rides on the River Thames
- Family discounted tickets

There are excellent road and rail links to reach the resort from anywhere in the country, including a 17 minute train ride from central London.

Fig. 4.1 for Question 4

Luxury Boat Hire

Our luxury boat hire offers an excellent way to visit the islands of the Grenadines. You can make your way from St. Lucia to Grenada taking in some stunning places and beaches as well as experiencing local cultures. We offer:

- Private crewed luxury boat
- Individual itinerary
- Large air-conditioned accommodation
- Snorkelling in some of the best spots
- Larger boats perfect for families or groups of friends
- Smaller boats suitable for couples

Prices start at 3000 USD per person. Call 1-473-438-756 to book or for further information

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