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TRAVEL & TOURISM **0471/23**

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

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INFORMATION

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Fig. 1.1 for Question 1

Tuvalu

Tuvalu is a very small and remote island nation in the Pacific Ocean, with a population of just 12 000. It is one of the least visited countries globally, with around 2000 visitors annually.

There is only one international airport on the island and air travel is expensive. There are no direct flights to Tuvalu so all tourists have to fly via Fiji. The flights from Fiji are only available every Tuesday and Thursday.

The positive side to so few visitors is the beaches are free from crowds. Tuvalu has plenty of sunshine, a conservation area, a friendly local culture and no crime.

Tourists can watch flying fish skim the water, relax in a hammock or snorkel along the coral reefs.

There are two hotels for tourists to choose from on the lovely island of Tuvalu.

Fig. 2.1 for Question 2

Serenity Cruises

Enjoy the intimacy of our smaller and midsized ships. You will be able to relax in the comfortable atmosphere which is enjoyed by elderly travellers.

There is a choice of cabins to suit your budget. Many of our cabins are wheelchair-friendly. Our cruise ships can accommodate passengers with walking difficulties. All our ships have elevators, accessible large bathrooms and easy to access pools and public spaces.

We offer many long duration cruises all lasting over 6 weeks. Many of these long duration cruises sail during the off-peak season. Our itineraries include more time spent in ports than other cruises.

All of our programmes of entertainment are aimed at elderly passengers. There are lectures from guest speakers and onboard language, cookery and art classes.

Smaller ships are able to sail directly into ports which allows passengers to go ashore more easily.

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Fig. 3.1 for Question 3

Agritourism

Agritourism is a type of tourism where tourists visit or stay at a farm or in an agricultural area. Agritourism is steadily growing in popularity with food tourists and it is opening opportunities for agricultural businesses to participate in tourism. Tourists can visit farms, stay in a traditional farmhouse, become involved in farming activities, eat authentic food, wear traditional clothes and enjoy folk song and dance.

The Agritourism Development Corporation (ADC) in Maharashtra, India is a destination management company. ADC is trying to help small farmers to sustain family farms through tourism by promoting agritourism.

ADC's objectives are to:

- develop and promote agritourism
- create jobs
- attract tourists to rural areas
- help farmers to benefit from tourism
- improve the standard of living in rural areas through tourism
- attract urban visitors both from India and internationally.

Fig. 4.1 for Question 4

Mandai Wildlife Reserve



Mandai Wildlife Reserve in Singapore is celebrating its 50th anniversary. It is known as the most beautiful wildlife reserve in the world. It has also won the best leisure attraction award nine times.

The reserve is a unique space allowing animals to roam freely in open and realistic habitats where visitors can experience them in their natural environment.

Over 300 species of animals are living in habitats similar to those in the wild. There are elevated platforms and underwater galleries so visitors can get a full range of experiences.

New to the reserve this year is the 'Vacation in the Wild'. Tourists stay in an outdoor dome tent where they can enjoy a fun-filled wildlife experience in the day and relax in a luxurious air-conditioned dome tent under the stars.

Mandai Wildlife Reserve held a press conference to announce the opening of its new Vacation in the Wild experience. The press conference was an opportunity for local journalists to ask questions about the outdoor dome tent. Some of the journalists were offered free familiarisation trips to the Vacation in the Wild in order to fully understand the experience and accurately report on it.

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