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TRAVEL AND TOURISM **0471/21**

Alternative to Coursework **October/November 2019**

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Fig. 1.1 for Question 1

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Recommendation

Barcelona is a city with so much to offer; one visit will leave you wanting to return again and again. Top of your sightseeing list must be to experience the architectural and artistic beauty of Barcelona on a half-day bike tour of the city. The four-hour excursion with a knowledgeable and experienced guide will show you all the famous landmarks. Alternatively, try a walking tour of the Gothic Quarter, sampling delicious street food and tapas as you go.

Flights and 2-nights hotel stay from €275 pp, based on two sharing. Room Only. Bike tour/walking tour costs an additional €40 pp.

Fig. 1.1

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Fig. 2.1 for Question 2

Passengers could soon find that it is standing room only in the cabins of their budget airliners. The idea of removing seats so that passengers can stand on short-haul flights has been around for years. Now, one budget airline is hoping to finally get the plan approved.

Low-cost carriers are interested in anything that makes travel less expensive. They claim that passengers will not care if they do not have an inflight entertainment system for a one-hour flight. For a lower price, passengers should be able to use a plane in the same way as a bus, with no baggage allowance, no food and no water.

One of the largest budget airlines proposed standing areas in 2010. At the time, the Civil Aviation Authority refused to consider the suggestion seats and seatbelts were not necessary on flights.

Currently, no aviation regulator has approved the use of 'standing seats' anywhere in the world, but it may only be a matter of time.

Fig. 2.1

Fig. 3.1 for Question 3

Gansu, China, June 26, 2017 /PRNewswire/ press release

On June 20, 2017, the annual Silk Road Tourism Festival began in Gansu Province. The Festival lasted for one month, and had the themes 'Experience the Gorgeous Gansu' and 'Tourism Development along the Silk Road'. The Festival was well attended by lots of tourists and a variety of travel businesses. It expanded Gansu's inbound international tourism market.

The Gansu Provincial Tourism Association Committee (GPTAC) discussed joint marketing opportunities with national travel organisations and overseas travel agencies. Marketing resources were created and ideas for developing online distribution of the Silk Road product were exchanged. Awards were also given to the 'Top 10 Overseas and Top 10 Domestic Travel Agencies'.

During the Festival, 57 separate travel and tourism events were held in celebration of Silk Road culture, including a Gansu Travel Recommendation Tour which was sponsored by the National Tourism Bureau of Gansu and supported by both the World Tourism Organization (UNWTO) and Pacific Asia Travel Association (PATA). The Festival has improved the international brand image of the Silk Road, highlighting the area's rich cultural heritage and astonishing landscapes as well as its Buddhist paintings and sculptures.

Fig. 3.1

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Fig. 4.1 for Question 4

Tourism Australia is the Australian government agency responsible for attracting international visitors to Australia, both leisure and business tourists.

The agency is active in 16 key markets and its activities include advertising, public relations (PR) and media programmes, trade shows, consumer promotions, online communications and market research.

Highlights from the Tourism Australia market research carried out in 2017



Total international visitor arrivals **+9%** on 2016 figures now at 8.4 million



Total international visitor spend **+5%** on 2016 figures now at AUS$39 billion



Aviation capacity (inbound seats) **+9%** on 2016 figures now at 25 million

Growth in inbound arrival numbers in 2017 from key source markets

Rank	Source Market	Percentage growth on 2016
1	New Zealand	+3%
2	China	+12%
3	United States	+14%
4	United Kingdom	+2%
5	Singapore	+7%

Fig. 4.1

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