Cambridge Assessment International Education

Cambridge IGCSE™

TRAVEL & TOURISM **0471/21**

Paper 2 Alternative to Coursework **October/November 2020**

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

3 days/2 nights Cappadocia tour

DAY 1: ISTANBUL TO CAPPADOCIA

Transfer and fly from Istanbul. On arrival, collection and transfer to accommodation in Cappadocia.

DAY 2: CAPPADOCIA

1-hour hot air balloon flight. Float above carved cave villages and spectacular fairy chimney rock formations.



Spend the rest of the day visiting some amazing parts of Cappadocia including an open-air museum with beautifully decorated caves. Also visit a workshop to see the making of traditional pots.

In the evening, attend an exclusive live show with traditional Turkish dancing.

DAY 3: CAPPADOCIA AND RETURN TO ISTANBUL

Take part in a guided all-terrain vehicle (ATV) tour, which lasts 2 hours.

Late transfer to the airport in Cappadocia to fly back to Istanbul.

INCLUDED

– Istanbul airport transfers
– Cappadocia airport transfers
– Istanbul-Cappadocia return domestic flight tickets
– 2 night boutique accommodation in Cappadocia
– Exclusive Turkish night show
– All guided tours and entrance fees

Fig. 1.1

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Fig. 2.1 for Question 2

In August 2016, the world's highest and longest glass bridge opened in Hunan province in China, over the Zhangjiajie Grand Canyon. Spanning 430 m across the 260 m drop below, the six-metre wide bridge was closed only two weeks after opening because of dangerous levels of demand. An official at a press conference said the bridge could safely hold 800 people at a time, however 100 times that number of visitors had been arriving each day since the opening, so timed access was introduced to overcome the issues in demand.

There are three types of tickets which allow you to see the bridge. Visitors are only allowed to enter in small groups and they are allocated a time when booking the ticket. Tickets may only be booked in advance online.

Ticket Type	Cost	Duration of visit
Ticket A (Canyon only)	118 yuan	3 hours
Ticket B (Canyon and glass bridge)	256 yuan	4 hours
Ticket C (Glass bridge only – entry after 4pm)	138 yuan	1 hour

Most visitors choose to purchase an integrated ticket that also includes the Grand Canyon, which offers the best value and allows access throughout the day.

Fig. 2.1

Fig. 3.1 for Question 3

GDS is a primary reservation tool for travel agents and is a platform that enables travel agencies and their customers to access travel data, compare reservation options and book travel services. Agents can access scheduling and inventory of hotels, airlines, car rentals, and some railway and bus reservations via GDS. Promotional messaging to agents through GDS alerts agents of special rates, fares, and travel packages and is an effective marketing tool for passing savings on to agents, and from agents to their customers. GDS is fundamental to the supply of travel products to online retailers.

Fig. 3.1

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Fig. 4.1 for Question 4

Mariposa County is the home of Yosemite National Park, in the US, which is famed for its location in California's Sierra Nevada mountains. In Yosemite village there are shops, restaurants, lodging, the Yosemite Museum and an art gallery.

Glacier Point is a good starting or finishing point for some of Yosemite's most popular trails, including the Four Mile Trail and the Panorama Trail. The best time to visit is early spring or fall before the road closes for the winter season.

Activities at Glacier Point include: birdwatching, hiking, stargazing and (in the winter months) skiing and snowboarding at the Yosemite Ski and Snowboard centre. There are also camping grounds throughout the park.

Yosemite Mariposa County Tourism Bureau (YMCTB) is the official destination marketing organisation (DMO) for Mariposa County. Its function is to manage the branding, sales and marketing for the area to attract leisure and group overnight stays. The primary focus is to generate room sales during the off-peak season.

YMCTB is responsible for the creation and implementation of advertising campaigns and promotions including television, radio, social media, online, print and event support.

Fig. 4.1

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