Cambridge Assessment International Education

Cambridge IGCSE™

TRAVEL & TOURISM **0471/22**

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

Pakistan has begun a major tourism campaign, to overcome the image that it is unsafe for visitors. In 2017 it placed advertisements on the sides of London's famous red buses. Road infrastructure has been improved in key holiday regions within Pakistan. As security improved, annual tourist arrivals to Pakistan more than tripled in 2013 and reached 1.75 million in 2017. Domestic travellers increased 30 per cent to 38.3 million, according to research carried out by the state-owned Pakistan Tourism Development Corp (PTDC).

Hotel bookings have increased 80 per cent, according to Pakistan's biggest accommodation booking website. Many Pakistanis want to travel but going abroad is difficult because of visa restrictions. Likewise, for many international visitors getting a visa for Pakistan is expensive and complicated. A lot of people go to other destinations because they promote themselves better as tourist destinations and are more accessible than Pakistan. The Pakistan government is considering expanding the visa-on-arrival service beyond the current 16 countries.

Fig. 1.1

Fig. 2.1 for Question 2

First-class mountain bike (MTB) holidays in the Alps

Allow us to match your chosen mountain biking experience with the perfect bike hotel for you. All our packages are fully customisable.

A leading bike hotel in the resort at Radstadt in the Salzburger Sportwelt area is located near to the Enns Cycle Route and is also close to several of Austria's best bike parks. Sports shops, a supermarket and cafés are within walking distance. This is a great starting point for 40 different MTB tours, across all levels of difficulty.

The bike hotel is ideal for active tourists looking for comfort and good cuisine, but who also appreciate a casual, sporty environment. Newly designed rooms, indoor relaxation areas with an indoor pool and sauna facility, a fitness studio as well as an indoor playroom for children will satisfy even the most demanding mountain biking guest.

There are mountain bike guides at the hotel and a team of five professionally trained staff maintains 120 hire bikes, provides tour tips and organises all sporting activities at the hotel.

Fig. 2.1

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Fig. 3.1 for Question 3

As part of a targeted tourism marketing campaign, the Japanese government will launch a series of print advertisements in 20 countries to encourage international tourists to enjoy Japan's rural areas. The reason for the campaign is the fact that most tourists visit only a few places and rarely go further than Japan's major cities.

Most of the country's international tourists travel along what is known as the Golden Route. It begins in Tokyo, travels towards Mount Fuji and then heads south to the Kansai region to Kyoto.

Unfavourable exchange rates put visitors off coming to Japan. It was recently announced that Japan will offer international tourist exemptions from certain taxes if they buy souvenirs from licensed sellers who are part of an organised tour. There has also been negative reaction to the proposed ¥1000 levy on departing tourists starting in 2019.

Japan hosted 24 million visitors in 2017, an increase of 22% on the previous year. The main source markets are South Korea, China and Taiwan, over 20 million of Japan's tourists arrived from Asia.

Fig. 3.1

Fig. 4.1 for Question 4

In recent years there has been an increase of Arctic tourism in Russia. Previously the Russian Arctic was visited almost exclusively by international conservationists, but these days a more diverse range of tourists is showing interest in this region. This includes many domestic tourists and a growing number of adventure tourists. The Russian Arctic is rich in attractions: with an abundance of wildlife, islands featuring polar desert and semi-desert terrain, mountains, forests, lakes and streams all offering recreational opportunities. In the Russian Arctic tourists can enjoy a variety of activities including:

- sea cruises
- boating
- fishing
- rafting
- skiing
- sledging
- walking tours

Organised excursions allow tourists to explore points of interest such as rock carvings on the coast of the Kola Peninsula. The region's national parks and more than 30 nature sanctuaries are likely to encourage the further development of ecotourism in the region.

Fig. 4.1

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