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TRAVEL & TOURISM **0471/22**

Paper 2 Alternative to Coursework **October/November 2021**

INSERT **2 hours 30 minutes**

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INFORMATION

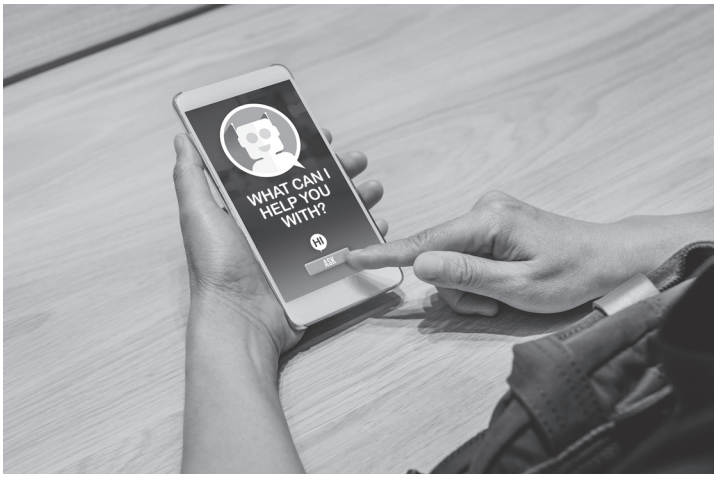
- This insert contains all the figures referred to in the questions.
- You may annotate this insert and use the blank spaces for planning. **Do not write your answers** on the insert.

This document has **4** pages.

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Fig. 1.1 for Question 1

Visit Faroe Islands, the Faroe Islands Tourism Board, has launched the most advanced destination 'chatbot', which has quickly become the world's first 24/7 tourism office. A chatbot is a piece of software designed to imitate conversation.



The chatbot is designed to answer questions and to provide real time information to tourists visiting the Faroe Islands and is available via social media apps. It is designed to answer typical questions received by the tourism office, such as how to find a restaurant, book a tour or event, as well as obtain visas or rent a car.

The key objectives of the chatbot are to:

- reduce the number of hours spent answering queries and loading posts via social media
- create a 24/7 service for Visit Faroe Islands
- improve visitor engagement by providing a pocket tool that can instantly provide up-to-date destination information in an accessible manner.

Currently, the chatbot can respond to queries relating to approximately 300 different content types and can answer more than 10 000 different questions. It offers a uniquely consistent service experience for every visitor.

Fig. 1.1

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Fig. 2.1 for Question 2

Press Release: Venice, Italy.

Overcrowding is a major issue in Venice. Overnight visitors and local residents in the city are outnumbered by day trippers. Venice has become too much of a honeypot destination for many residents to live comfortably. Nearly 30 million visitors arrive each year; with 120 000 people visiting Venice on busy days, including up to 44 000 cruise ship passengers. Hotel stays have reduced by two thirds over the past 25 years.

The local authorities have proposed a number of strategies to manage the overcrowding of the city, including segregation of tourists and locals near key landmarks. Tourists are diverted along alternative routes and only local and business people are allowed to use the busiest routes. Large cruise ships are no longer allowed in the central part of the city.

The latest measure includes a tourist levy of €2.50 per person upon arrival, rising to between €5 and €10 during peak periods. This will be in addition to the €6 tourist tax visitors already pay per night, if they stay in the city.

Although it is not possible to drive in Venice, people can arrive in the neighbouring area and park their vehicle for between €12 and €29 a day, while they visit the city.

Fig. 2.1

Fig. 3.1 for Question 3

Fun is a purpose-built, award-winning family holiday destination.

Stay at this 800-acre resort in the Pocono Mountains in Pennsylvania, USA for the best family fun adventure holiday. We have a menu which changes every day with child-friendly options and small portion sizes, and all of our rooms are family-sized.

It is impossible to be bored here, with water-skiing, kayaking, sailing, swimming and hiking during the summer, and snow tubing, snowshoeing and ice skating during the winter months. The resort features an ice rink, a go-kart track for all ages, two escape rooms and nightly live performances in our family theatre.

Prices start from $99 per adult per night and $49 per child per night, half-board, with all-inclusive prices always available. Transfers can be arranged at an additional cost.

Please ask your travel agent about our special offers or enquire online via the chat facility on our website.

Fig. 3.1

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Fig. 4.1 for Question 4

The national tourism website points the potential visitor in the right direction for whatever type of holiday or short break they might want.

For most people thinking of visiting a destination, the national tourism website is their first online exposure to the country and your opportunity as an accommodation provider, attraction site owner or transport operator to reach them while they are still planning their trip.

It is the perfect environment to reach an audience interested in visiting the country and wanting to know where they can stay, what events are taking place, what attractions they can go to and where they can eat and drink.

What advertising is available:

- Accommodation and attractions listings
- Banner advertisements and pop-ups
- Click-throughs
- Sponsored pages
- E-publications
- E-newsletters

How much does advertising cost?

Gold listings start from just $120 per year if you are a member of your local Destination Marketing Organisation (DMO).

Fig. 4.1

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