Cambridge Assessment International Education

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TRAVEL & TOURISM **0471/23**

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 **8** pages. Any blank pages are indicated.

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Fig. 1.1 for Question 1



13 nights in Sri Lanka - tour of the country's best-known attractions.

Highlights

- Unlock the secrets of Sigiriya, Sri Lanka's 5th century rock fortress.
- Taste tea at the traditional tea plantations of the UNESCO-listed Central Highlands.
- Go in search of leopards in the Yala National Park.



Recommended for:

Beach | History and culture | Natural world | Wildlife

This package holiday takes in the historic sites of Sri Lanka's central north, including Sigiriya; the spectacular landscapes and wildlife of the Yala National Park; the rich history and culture of the city of Kandy; the lush green tea plantations of the Central Highlands and the southern city of Galle, famed for its 17th century fort and its nearby beaches.

Throughout your holiday you will stay at some of the country's best 4* hotels on a half-board basis. You will also enjoy the company of a private driver guide as they bring to life Sri Lanka's fascinating landscape with their expert local knowledge.

For more details and to book your holiday, please visit www.SuperbSriLanka.com

Fig. 1.1

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Fig. 2.1 for Question 2

25 million people are expected to take a cruise holiday in 2019, and 55% of these will be from North America. Cruising is no longer only considered as a luxury holiday; people from all backgrounds now cruise. Those who enjoy food tourism are particularly attracted to all-inclusive cruises. Recent research also shows that the average age for cruise passengers is down by three years to 49 and that millennials (those under 25) currently make up only 7% of all cruise passengers.

In response, cruise lines are targeting young people by changing their marketing mix:

- shorter, cheaper trips
- popstars perform live concerts on board
- excursions such as the Cannes Film Festival as part of their itinerary
- simulated wave machines, zip lines and even a skydiving simulator on board

These are activities that will give passengers something to talk about with their friends. One of the easiest ways to target these young people is through social media, an area where the travel industry and cruise lines have traditionally struggled. Most of the major cruise lines now have a Facebook page, Twitter account and a YouTube channel, but audiences for these remain relatively low.

Online booking for cruise holidays is not popular, with 70% of cruise passengers still preferring to use a travel agent to plan and book cruise vacations.

Fig. 2.1

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Fig. 3.1 for Question 3

SWOT analysis of the Philippines as a tourist destination

Strengths	**Weaknesses**
• It is rich in biodiversity • Its beaches, mountains, rainforests, islands and diving spots are popular • It has many historical and cultural heritage attractions	• Poor airport facilities and public transportation • Tourism campaigns have not been well received • High crime rates
Opportunities	**Threats**
• Increased demand for accommodation • Increased number of international visitors • Diversified tourism packages offered by inbound tour operators	• Natural disasters – earthquakes, typhoons • Negative travel advice from source market governments • Competition from other countries

Fig. 3.1

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Fig. 4.1 for Question 4

The 2019 China–New Zealand 'Year of Tourism' marketing campaign offers opportunities for the tourism industry in New Zealand to make closer links with China and ensure their businesses are able to provide the experiences that Chinese visitors to New Zealand are seeking.

China is New Zealand's second biggest tourism market and is still growing. More than 400 000 Chinese tourists visit New Zealand each year, creating many opportunities for the industry. The publicity around the 'Year of Tourism' is likely to increase interest in New Zealand as a holiday destination among the Chinese. Tourism New Zealand, the national tourism board for New Zealand, focuses on attracting free independent travellers (FIT) from China who stay longer, spend more and visit more regions than traditional tour group visitors.

Tourism New Zealand has created a 'China Toolkit' which includes advice and guidance on how businesses should market themselves in the 'Year of Tourism'. The toolkit helps the visitor sector to develop and deliver experiences that Chinese visitors will value and enjoy. It is important for businesses to be able to appeal to Chinese visitors. Basic communication skills and meeting the needs of Chinese visitors will help build customer loyalty and attract repeat custom.

Fig. 4.1

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