Cambridge Assessment International Education

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TRAVEL & TOURISM **0471/23**

Paper 2 Alternative to Coursework **October/November 2023**

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

PEST analysis of India

1 There is a ministry of tourism to devise plans and strategies.

2 India is a diverse nation with many different languages, cultures, traditions and cuisines; this makes it an ideal destination for cultural tourism.

3 Some tourists have more disposable income.

4 Poor facilities at airports and railway stations.

5 India has a rich history which attracts many scholars.

6 India has many festivals throughout the year.

7 Cheaper flights mean more people travel by air.

8 A large percentage of India's GDP is from tourism.

9 Increased use of the internet for researching destinations and booking trips.

10 India is now a destination on Asian cruise circuits.

11 There is competition between regions in India to attract tourists.

12 The hotel industry receives government incentives.

Fig. 1.1

Fig. 2.1 for Question 2

Most tourists to Norway come from European countries such as Denmark, Sweden and the United Kingdom. Visit Norway, Norway's official tourism board, is aiming to increase international tourism.

To help achieve this increase, and encourage international visitors from other countries, representatives from Visit Norway will be attending trade fairs worldwide.

Tourists to Norway can experience the Nordland Railway which is the longest railway in Norway. It is the only railway in the country to cross the Arctic Circle. The route takes passengers from Trondheim to Bodø. Along the way tourists will see many spectacular views of forests, mountains, rivers, fjords and the monument in the Saltfjellet mountains which marks the Arctic Circle. From here, passengers can see the midnight sun in summer and, with luck, the northern lights in winter.

Fig. 2.1

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Fig. 3.1 for Question 3

New Zealand Cave Adventures

The best caving adventures in New Zealand can be found in the Waitomo Caves area where you can explore the superb stalactites and stalagmites. There are many other adventures to be found in the area such as rafting, climbing and abseiling.

Special early booking rate – 20% off
Book online at least 24 hours prior to your departure to qualify for the discounts.

Prices range from 100 – 495 NZ$ depending on the activities chosen.






www.nz-caveadventures.com info@nz-caveadventures.com 0236958363

Fig. 3.1

Fig. 4.1 for Question 4

4* Acindina Resort

With magnificent white sandy beaches, crystal clear waters and a pleasant all-year round climate, this is the perfect spot for the new Acindina Resort on the Mediterranean island of Cyprus.

A holiday at Acindina Resort will include:

- All-inclusive board basis
- Restaurants serving local and international food
- Kids club featuring a play area with supervised activities and games
- Family or adjoining rooms
- Babysitting services
- Daytime free sports activities
- Evening entertainment.

For further information or to make a booking contact your local travel agent or call the resort directly on 813401136

Fig. 4.1

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