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TRAVEL & TOURISM **0471/23**

Paper 2 Managing and Marketing Destinations **October/November 2024**

INSERT **2 hours**

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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. Any blank pages are indicated.

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Fig. 1.1 for Question 1

The Malaysia Tourist Promotion Board (MTPB) is a destination management company (DMC).

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MTPB hopes to achieve its objectives by local and international promotion with travel agents to create and sell attractive packages to Malaysia.

Fig. 2.1 for Question 2

Home or Away – Europe or the UK

Going abroad can be cheaper than staying in the UK. Prices for accommodation have risen dramatically over the last two years. Even though accommodation prices in Europe have risen, the accommodation prices in the UK are almost double those in the main European holiday destinations.

Accommodation prices in the UK are expected to increase even further as inflation is putting huge pressure on accommodation owners. The cost of fuel, food and insurance have all risen which means accommodation owners will be forced to charge more.

The currency exchange rate is currently good, meaning holidays in Europe will be better value for money.

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Fig. 3.1 for Question 3

Fortune Suites - Tokyo

Fortune Suites offers serviced accommodation in Tokyo, Japan.

ROOMS – deluxe, studio-executive and premier-executive rooms. Each room has air conditioning and Wi-Fi included.

AMENITIES – gym, sauna, meeting facilities, all-day dining with exciting modern and Japanese cuisine.

PRICE – prices start from 239 USD per room.

LOCATION – Fortune Suites is centrally positioned, close to railway stations and near attractions, such as the Tokyo Tower and Japan's Imperial Palace.

CONTACT – for further information or to make a booking email – fortunesuites@hotmail.com or call 002-3684-2136

Fig. 4.1 for Question 4

Fansite Sports Travel

Fansite Sports Travel is an award winning company and a leader in the sports tourism industry.

From sports such as World Cup Football, World Cup Rugby, Wimbledon Tennis, Formula 1, Open Golf competitions and the Ashes Cricket, our experts are ready to arrange your trip. We can arrange packages to over 80 different events.

Our packages are put together to suit all of your requirements. Packages include tickets to the sporting event, a local guide and a choice of chartered or scheduled flights.

All of our guides are knowledgeable and experienced. They aim to provide you with your most enjoyable time ever!

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