



Cambridge IGCSE™

TRAVEL & TOURISM

0471/21

Paper 2 Alternative to Coursework

May/June 2023

INSERT

2 hours 30 minutes

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.

Fig. 1.1 for Question 1



Mountain Sun Holidays

Summer multi-activity holidays in the French Alps
Fully customisable itinerary

The French Alps, a mountain range in Europe, is sunny for 300 days each year. It is an area with high mountain glaciers and large lakes all within a one hour journey of each other.

You can choose from a variety of activities and accommodation to create your own week of fun and adventure in the sun. Activities include caving, horse riding, cycling, flyfishing, wildlife and birdwatching.

Located – French Alps

Available – May, June, July, August

Price guide – Adult €450–€1500, Child €380–€1200

Prices will vary depending on date, accommodation type and activities selected.

What is included

- ❖ 7 nights in the accommodation of your choice – choose from camping, luxury chalet, farmhouse, hostel or hotel
- ❖ Personalised itinerary
- ❖ Personalised app on your phone with all of your trip details, unique itinerary, practical information and daily weather reports
- ❖ Personalised welcome meeting at your accommodation with a local expert
- ❖ Maps and route advice for self-guided walks and bus rides
- ❖ Transport to your accommodation

Arrangements can be made with your accommodation provider directly for meals.

For more information or to book: Telephone: +33 06 93 56 70
Email: reservations@mountainsun.fr

Fig. 1.1

Fig. 2.1 for Question 2

Tourism Ireland, the national tourism organisation (NTO), is responsible for marketing both Northern and Southern Ireland as a leading holiday destination.

Tourism Ireland has just revealed a new marketing campaign to encourage people around the world to 'fill their hearts' with the island of Ireland. As visitor numbers to Ireland have been falling, Tourism Ireland have come up with a creative way to entertain tourists and encourage future visits.

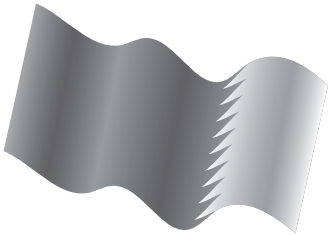
The marketing campaign uses '#fillyourheartwithIreland' to share promotional materials on social media channels. The materials shared include:

- traditional music sessions
- lessons on how to Irish dance
- recipes and live cooking demonstrations
- virtual tours of towns and cities, golf courses and the countryside

Fig. 2.1**Fig. 3.1 for Question 3**

Grand Opening
of Noora Resort
on 24th October
2024

Qatar



Qatar has relaxed its visa requirements so it can welcome more visitors from around the world. Tourists can visit all year round for the hot summers and warm winter temperatures.

The Noora Resort is located in the West Bay area of Doha. It is close to the city's top attractions, landscaped parks, museums and convention centres. The resort is due to open on 24th October 2024. It will offer a range of exciting activities including desert safaris, scuba diving and other water sports.

The Noora Resort's 5* luxury hotel and bungalow complex will accommodate 200 guests in a variety of rooms and suites. The resort has its own private beach as well as an indoor pool and an outdoor pool. There will be two themed restaurants and a buffet restaurant serving local and international foods. There will be evening entertainment for both adults and children as well as a fully staffed kids club every day.

Fig. 3.1

Fig. 4.1 for Question 4

There are many ways tourists can research destinations. A recent market survey asked people how they did their research before booking their holidays. The survey also asked people how they booked their holidays.

The results are shown below:

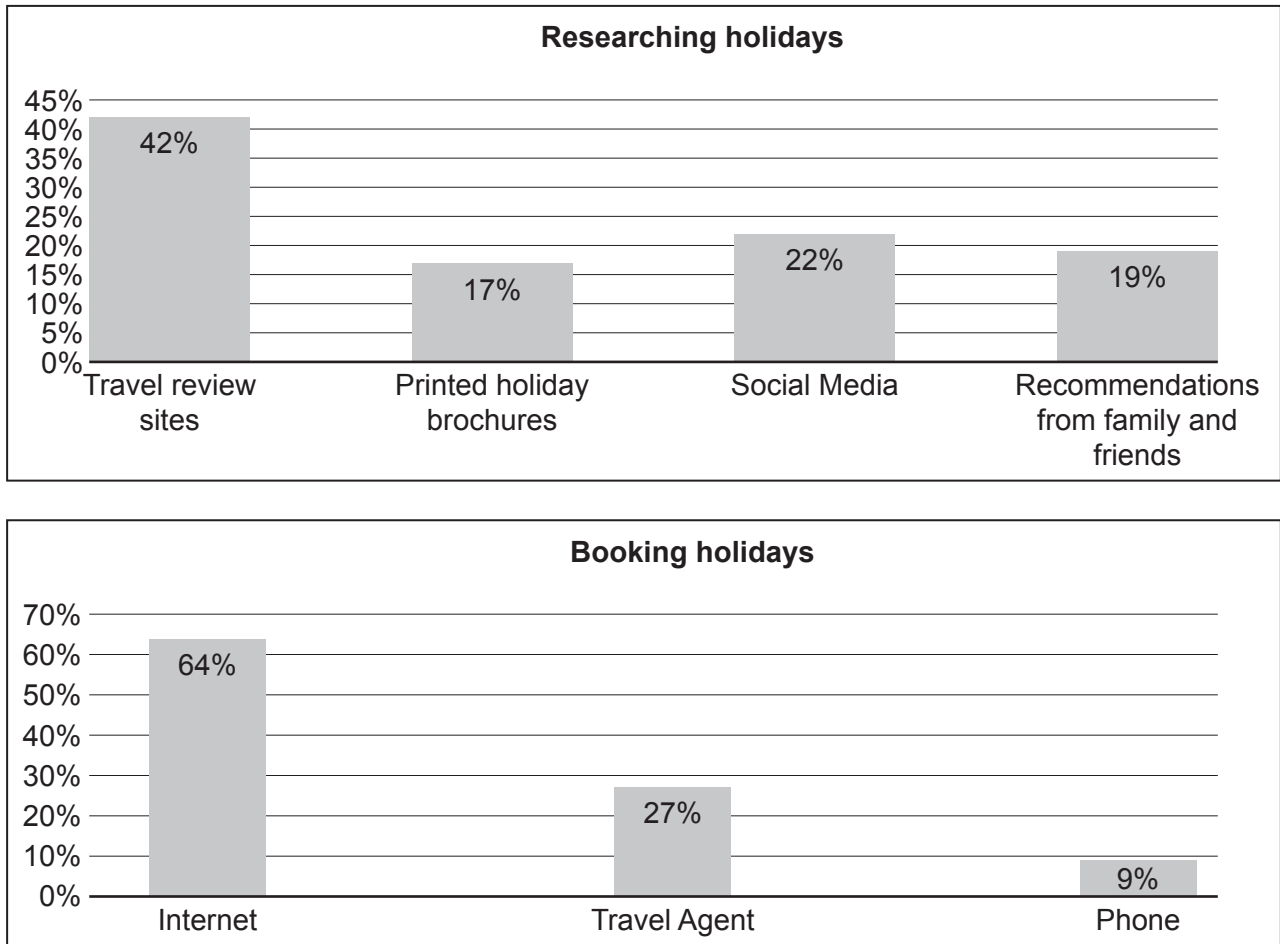


Fig. 4.1

The boundaries and names shown, the designations used and the presentation of material on any maps contained in this question paper/insert do not imply official endorsement or acceptance by Cambridge Assessment International Education concerning the legal status of any country, territory, or area or any of its authorities, or of the delimitation of its frontiers or boundaries.

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in the Cambridge Assessment International Education Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cambridgeinternational.org after the live examination series.

Cambridge Assessment International Education is part of Cambridge Assessment. Cambridge Assessment is the brand name of the University of Cambridge Local Examinations Syndicate (UCLES), which is a department of the University of Cambridge.