

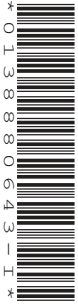
TRAVEL & TOURISM

Paper 2 Managing and Marketing Destinations

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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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Figure 1.1 for Question 1

Watching and snorkelling with humpback whales

Whales have become an important attraction in almost 120 countries, generating an estimated income of \$2.1 billion for tourism organisations.

The Vava'u Island group, in the northern area of Tonga, in the South Pacific is becoming a popular destination for watching and snorkelling with humpback whales. It is estimated that whale watching and snorkelling tours could generate over \$700 000 annually for Tonga. These tours will also bring social benefits to Tonga.

There are, however, concerns; the Whaling Commission has said that increased boat use could have an impact on the whales' natural behaviour. These tours could also increase damage to the environment in and around Tonga.

Figure 2.1 for Question 2

New Horizons – electric bike tours

Have you ever felt like a cycling holiday but did not think you were fit enough? Then electric bicycles (e-bikes) may be the answer.

Why not try our 'Freewheeling in Catalonia' tour?

- Enjoy a guided journey along the disused railway paths.
- Learn about the area from a local tour guide.
- Stay in a variety of accommodation types on the tour:
 - two nights in a 3* hotel
 - three nights in a 4* hotel
 - two nights in a homestay in the local community
 - finish your trip in 4* accommodation near the clear blue Mediterranean Sea.
- Visit the craft market in historic Girona.
- Try the excellent local cuisine.

Prices start from €1240 per person including flights.

To book or for further information contact us on 011-34-269 234 568

Figure 3.1 for Question 3

Adventure holidays on the increase

Many travellers today are seeking memorable experiences. Online data has shown that in the past 5 years there has been a 750% increase in adventure holidays.

Research has also shown that more young adults are going on adventure holidays. A sample of 2000 people was asked if they would prefer a relaxing beach holiday or an active adventure holiday. A total of 35% of 16–36 year olds said they would prefer adventure. The research also shows that families with young children are not likely to go on adventure holidays.

Multi-activity adventure holidays and solo adventure holidays have also increased by 90% in the same period of time.

Figure 4.1 for Question 4

‘Feel More in Qatar’

Qatar Tourism (QT), the national tourism organisation (NTO) for Qatar, has launched its latest campaign: ‘Feel More in Qatar’. QT hopes to strengthen Qatar’s position as a premium destination and as the Middle East’s top choice for well-travelled tourists. The long term strategy of QT is to welcome 6 million visitors per year by 2030.

The aim of the campaign is to make people aware of Qatar’s traditional hospitality, its many luxury hotels, natural wonders and architecture. It highlights the positive feelings experienced by families, couples and friends in Qatar. It encourages the feeling that a visit to Qatar would have something for every member of the family, regardless of age.

The campaign will be featured on websites, social media, blogs and podcasts. It will operate in over 17 markets across the world, from Asia to Europe and North America.

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