

Cambridge IGCSE™

TRAVEL & TOURISM**0471/23**

Paper 2 Managing and Marketing Destinations

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2 hours

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.

Figure 1.1 for Question 1

Tourism Ireland – Marketing strategy launched

Tourism Ireland has launched its marketing strategy and plans to promote Ireland internationally. Its aim is to increase the value of international tourism revenue by an average of 6.5% a year until 2030, especially outside of peak seasons. Tourism Ireland plans to sustainably support communities and environments and spread the benefits of international tourism across Ireland, inspiring visitors such as families with children, elderly travellers, couples and business tourists.

Using social media platforms, Tourism Ireland wants to show that Ireland has much to offer across regions and seasons. High quality marketing materials will showcase Ireland's best known tourist attractions and activities. Through target marketing, Tourism Ireland hopes to increase the number of international tourists.

Figure 2.1 for Question 2

Oasis Tours – Oleotourism

Oleotourism, also known as olive oil tourism, is a form of sustainable tourism focusing on the cultivation and production of olive oil. This type of tourism offers benefits to both the environment and local communities. This makes it an attractive option for travellers seeking a unique and friendly experience.

Oleotourism plays a vital role in preserving cultural heritage by promoting traditional ways of life and supporting economic sustainability, this includes:

- **preservation of traditional ways of life** – engaging with tourists preserves traditions so that they can be passed on to future generations.
- **economic sustainability** – stimulates economic growth in rural areas which helps to support local communities. Tourists are encouraged to use local businesses to increase revenue and create more jobs, which increases the multiplier effect.
- **sustainable tourism development** – encourages responsible travel that respects the local traditions and the environment.
- **cultural exchange** – tourists interact with locals and participate in their traditional activities; this encourages mutual understanding and appreciation.

Oasis Tours offers guided tours and package holidays which include rural accommodation within olive groves.

Figure 3.1 for Question 3

Jersey

The Island of Jersey is located in the English Channel, between mainland Britain and France. Although Jersey is a small island measuring just 14 km by 8 km it has a rich and varied landscape. There are green valleys and a wild coastline with picturesque sand dunes. The Island has mild winters and cool summers. The unique mix of British and French influences makes Jersey the perfect place to visit.

Jersey has around 770 700 visitors each year, 83.7% of visitors stay for one or more nights and 16.3% visit on day trips.

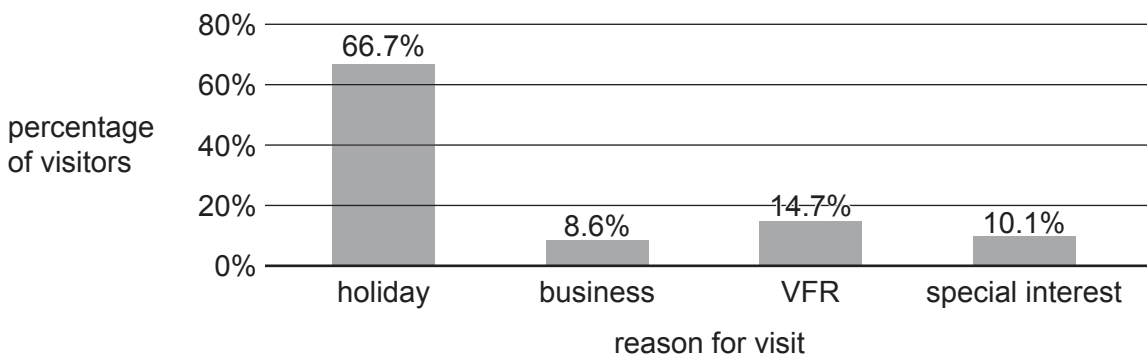


Figure 4.1 for Question 4

Technology at the Peninsular Hotel Group

The development of the internet and advances in communication have had a significant impact on tourism at the Peninsular Hotel Group. People can get valuable information about the destinations where Peninsular Hotels are located on social media, travel blogs and review sites. Comparing prices and booking holidays have become easier which has improved the whole travel experience.

Using the new developments in technology, the Peninsular Hotel Group has developed smart hotels. It has installed bedside control panels where guests are able to control room temperature, radio and television, lighting and a 'do not disturb' sign outside of their room. All information and in-room entertainment are available in 11 languages. Peninsular Hotels all have weather stations to collect information so that guests can have real time weather updates enabling them to plan their trips better. Guest preferences can be stored in an online profile so that room controls can be set for future stays at any Peninsular Hotel.

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